US009405852B2

(12) **United States Patent**
Lin-Hendel

(10) **Patent No.: US 9,405,852 B2**
(45) **Date of Patent: *Aug. 2, 2016**

(54) **AUTOMATED CHANGING OF CONTENT SET DISPLAYING IN THE DISPLAY SCREEN OF A BROWSER AND AUTOMATED ACTIVATION OF LINKS CONTAINED IN THE DISPLAYING CONTENT SET**

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(72) Inventor: **Catherine G. Lin-Hendel**, Summit, NJ (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

This patent is subject to a terminal disclaimer.

(21) Appl. No.: **14/734,841**

(22) Filed: **Jun. 9, 2015**

(65) **Prior Publication Data**

US 2015/0346941 A1 Dec. 3, 2015

Related U.S. Application Data

(63) Continuation of application No. 14/463,870, filed on Aug. 20, 2014, now Pat. No. 9,053,205, which is a continuation of application No. 13/361,826, filed on Jan. 30, 2012, now Pat. No. 8,850,352, which is a continuation of application No. 12/753,749, filed on Apr. 2, 2010, now Pat. No. 8,108,792, said application No. 14/463,870 is a continuation of application No. 11/924,582, filed on Oct. 25, 2007, now Pat. No. 7,712,044, and a continuation of application No. 10/052,692, filed on Jan. 19, 2002, now Pat. No. 7,308,653.

(60) Provisional application No. 60/262,998, filed on Jan. 20, 2001.

(51) **Int. Cl.**

G06F 3/0485	(2013.01)
G06F 17/30	(2006.01)
G06F 3/0484	(2013.01)
G06F 3/0481	(2013.01)

(52) **U.S. Cl.**

CPC ***G06F 17/30905*** (2013.01); ***G06F 3/0485*** (2013.01); ***G06F 3/04817*** (2013.01); ***G06F 3/04842*** (2013.01); *G06F 2216/07* (2013.01)

(58) **Field of Classification Search**

CPC H04L 29/06; H04L 29/0809; H04L 29/08072; G06F 3/0485; G06F 3/04855; G06F 3/04847; G06F 3/048; G06F 3/0481; G06F 3/04812; G06F 3/04842; G06F 17/24; G06F 17/241; G06F 3/0482; G06F 17/30

See application file for complete search history.

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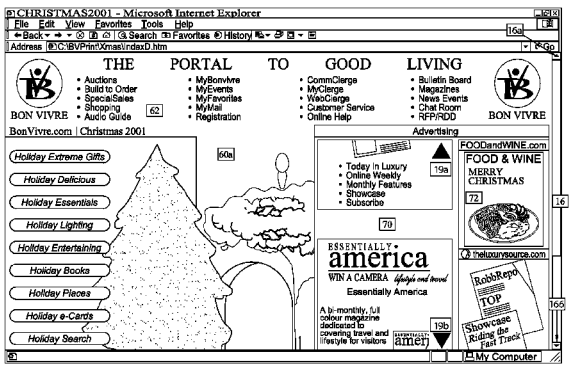
Primary Examiner — Xiomar L Bautista

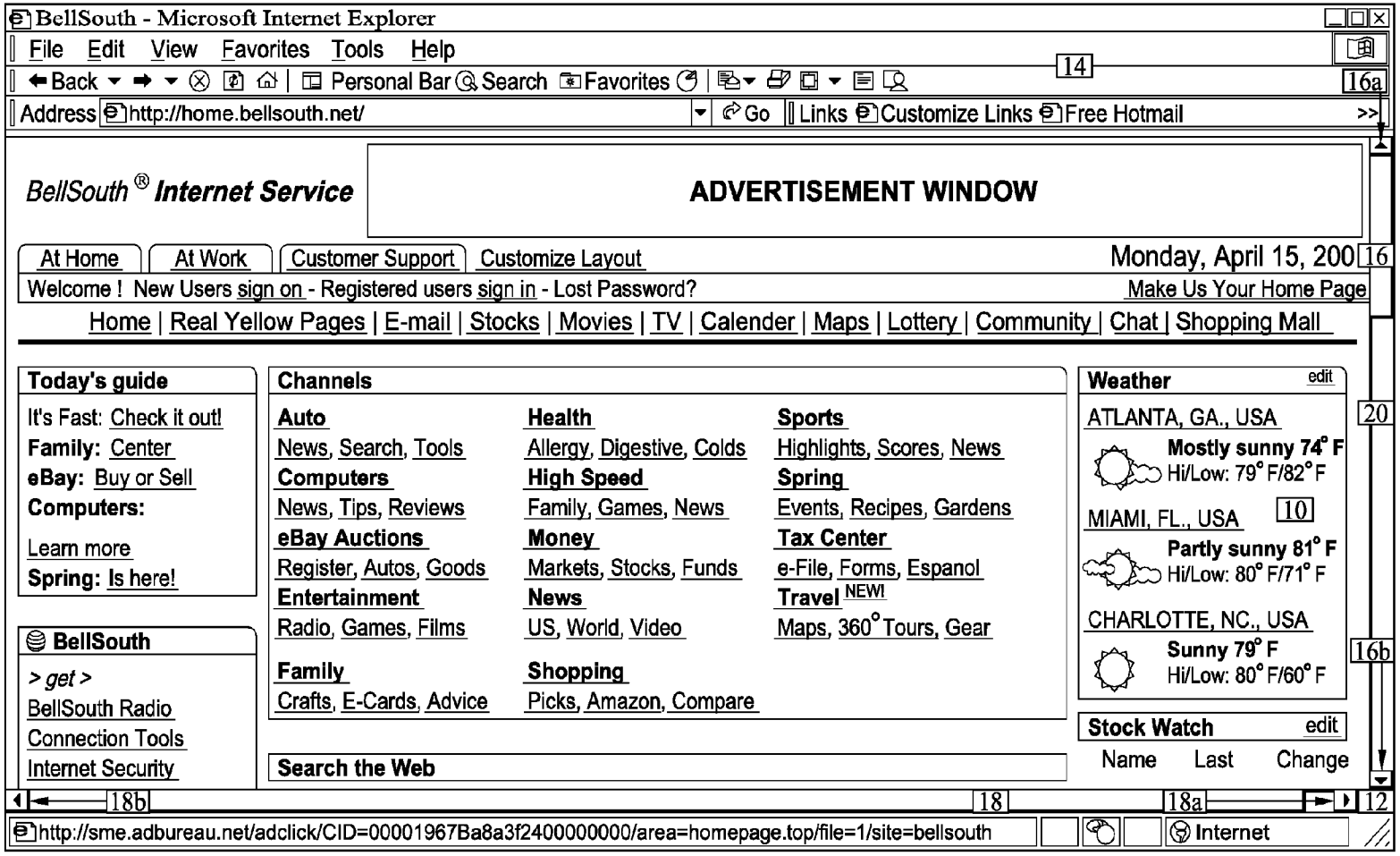
(74) *Attorney, Agent, or Firm* — Barnes & Thornburg LLP; Thomas J. McWilliams; Edward F. Behm, Jr.

(57) **ABSTRACT**

An automatic scrolling mechanism converts an information repository into media that can actively present and "push" information to the users/viewers while retaining existing "pull" and interactivity functions. Automatic scrolling can be controlled by placing a cursor on control icons, such as boxes, lines, and arrow clusters. While the cursor is on an icon, automatic scrolling brings into view content that extends beyond the field of view. The scrolled content is moved into the field of view of the display window in a predetermined direction designated by the icon. Sub-windows are also designed to be independently and automatically scrolled or floated with respect the main window. Links created in an information repository may be automatically activated to retrieve the linked information, and to automatically present and scroll the information. As the content is automatically scrolled, the repository is pushed and the user is allured to further navigate through the repository.

26 Claims, 17 Drawing Sheets

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US, World, Video
Shopping
Picks, Amazon, Compare
Sports
Highlights, Scores, News
Spring
Events, Recipes, Gardens
Tax Center
e-File, Forms, Espanol
Travel NEW!
Maps, 360° Tours, Gear
Search the Web
Weather edit
20
ATLANTA, GA., USA
Mostly sunny 74° F
Hi/Low: 79° F/82° F
MIAMI, FL., USA
10
Partly sunny 81° F
Hi/Low: 80° F/71° F
CHARLOTTE, NC., USA
Sunny 79° F
Hi/Low: 80° F/60° F
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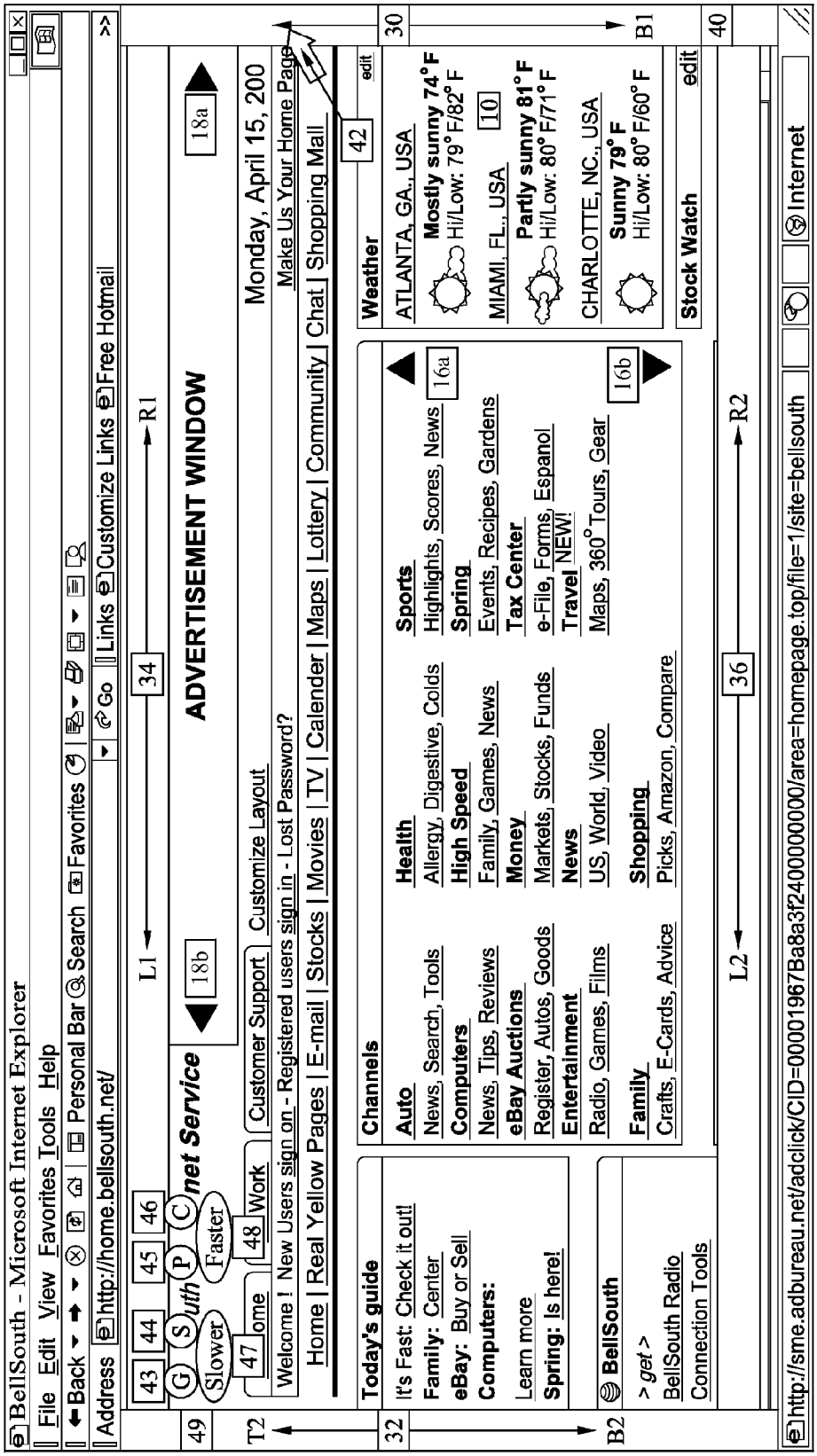
Internet

FIG. 1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Crafts, E-Cards, Advice
Health
Allergy, Digestive, Colds
High Speed
Family, Games, News
Money
Markets, Stocks, Funds
News
US, World, Video
Shopping
Picks, Amazon, Compare
Sports
Highlights, Scores, News
Spring
Events, Recipes, Gardens
Tax Center
e-File, Forms, Espanol
Travel NEW!
Maps, 360°Tours, Gear
16a
16b
Weather
edit
ATLANTA, GA., USA
Mostly sunny 74° F
Hi/Low: 79° F/82° F
MIAMI, FL., USA
Partly sunny 81° F
Hi/Low: 80° F/71° F
CHARLOTTE, NC., USA
Sunny 79° F
Hi/Low: 80° F/60° F
Stock Watch
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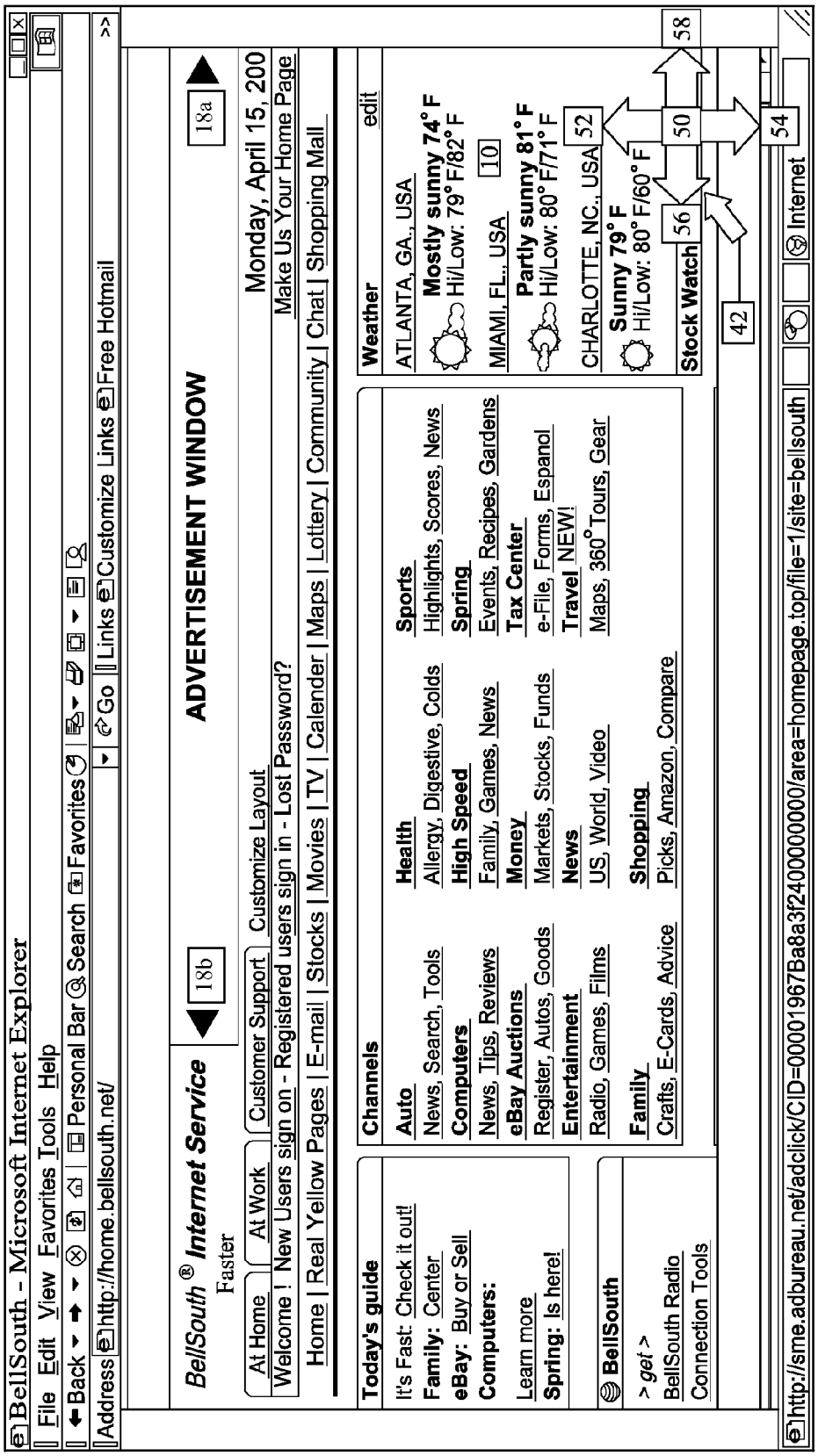
FIG. 2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Radio, Games, Films
Family
Crafts, E-Cards, Advice
Health
Allergy, Digestive, Colds
High Speed
Family, Games, News
Money
Markets, Stocks, Funds
News
US, World, Video
Shopping
Picks, Amazon, Compare
Sports
Highlights, Scores, News
Spring
Events, Recipes, Gardens
Tax Center
e-File, Forms, Espanol
Travel NEW!
Maps, 360°Tours, Gear
Weather
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ATLANTA, GA., USA
Mostly sunny 74° F
Hi/Low: 79° F/82° F
MIAMI, FL., USA
10
Partly sunny 81° F
Hi/Low: 80° F/71° F
CHARLOTTE, NC., USA
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Sunny 79° F
Hi/Low: 80° F/60° F
Stock Watch
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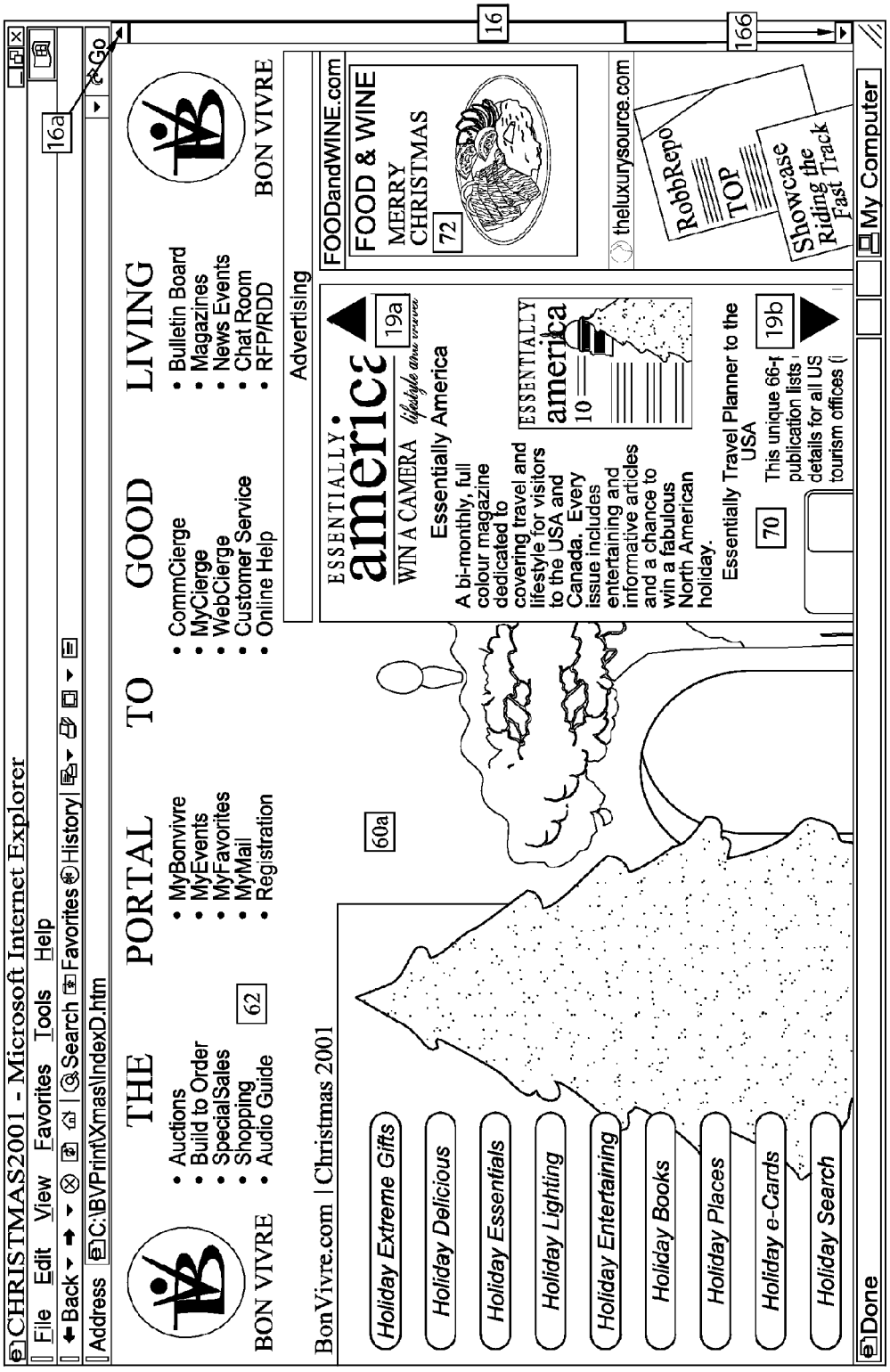
FIG. 3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Holiday Extreme Gifts
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Holiday Essentials
Holiday Lighting
Holiday Entertaining
Holiday Books
Holiday Places
Holiday e-Cards
Holiday Search
ESSENTIALLY america
WIN A CAMERA lifestyle and travel
19a
Essentially America
A bi-monthly, full colour magazine dedicated to covering travel and lifestyle for visitors to the USA and Canada. Every issue includes entertaining and informative articles and a chance to win a fabulous North American holiday.
ESSENTIALLY america
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Essentially Travel Planner to the USA
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This unique 66-page publication lists details for all US tourism offices
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Riding the Fast Track
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FIG. 4A

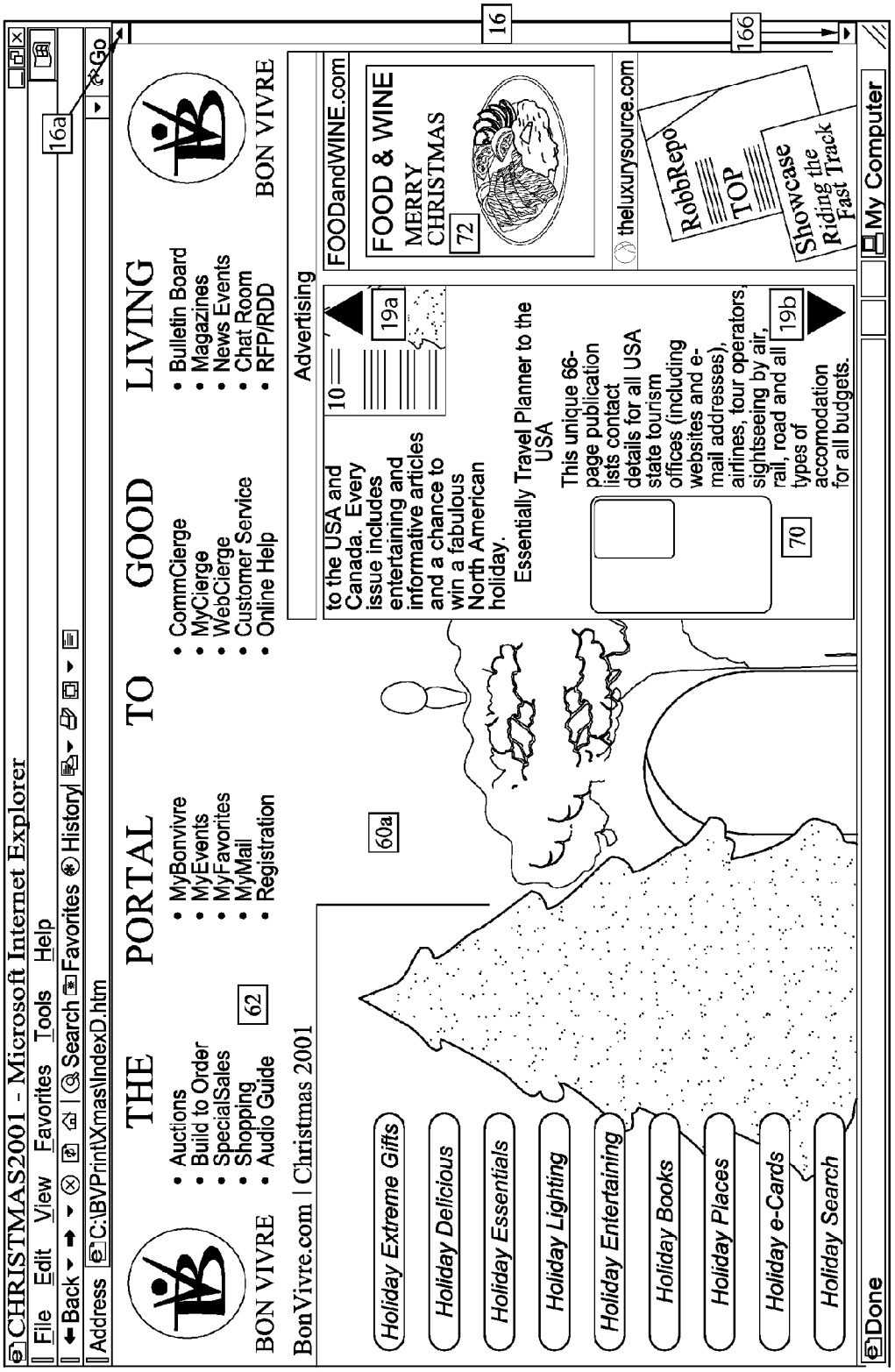
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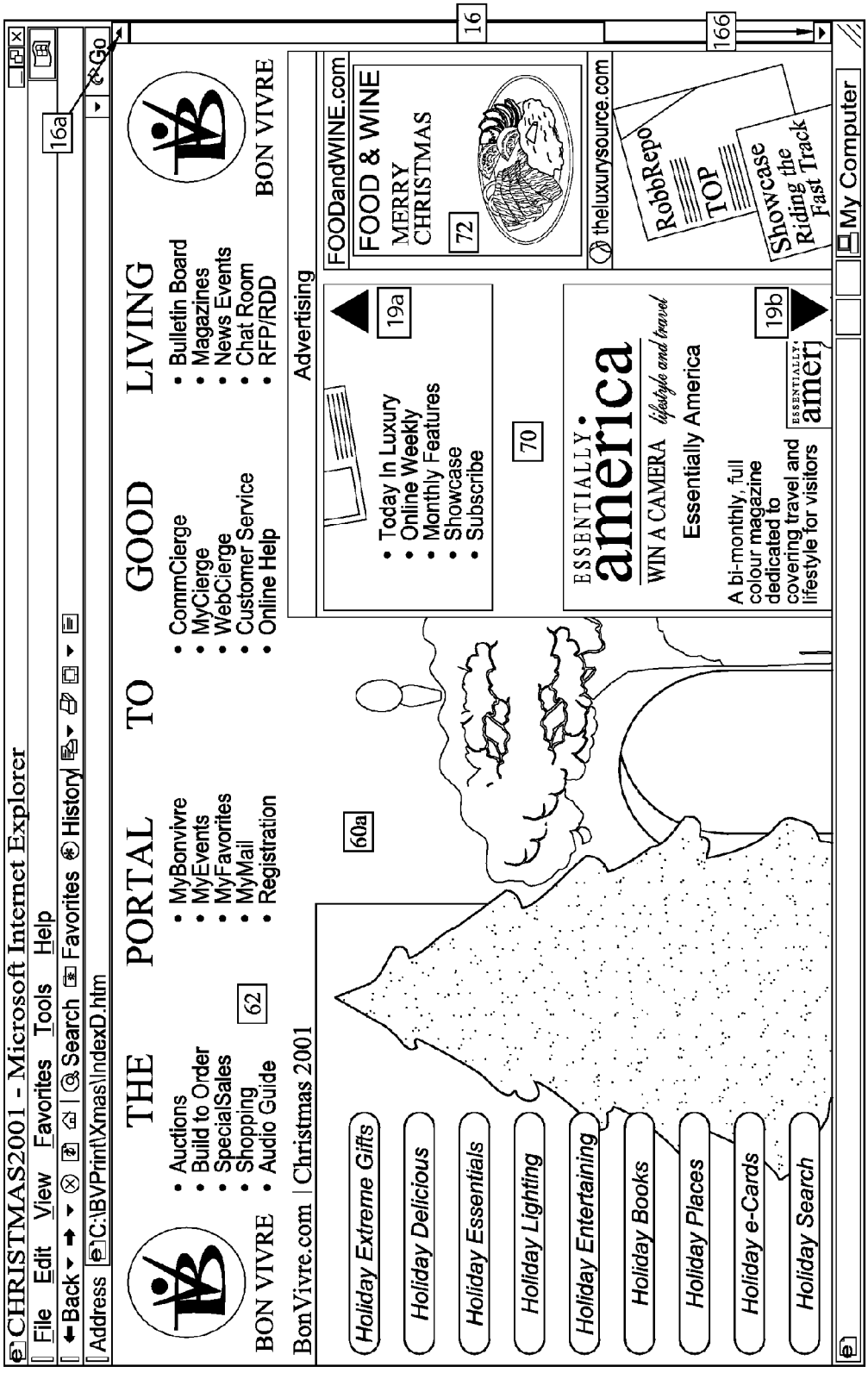
FIG. 4B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Online Weekly
Monthly Features
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ESSENTIALLY: america
WIN A CAMERA lifestyle and travel
Essentially America
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FIG. 4C

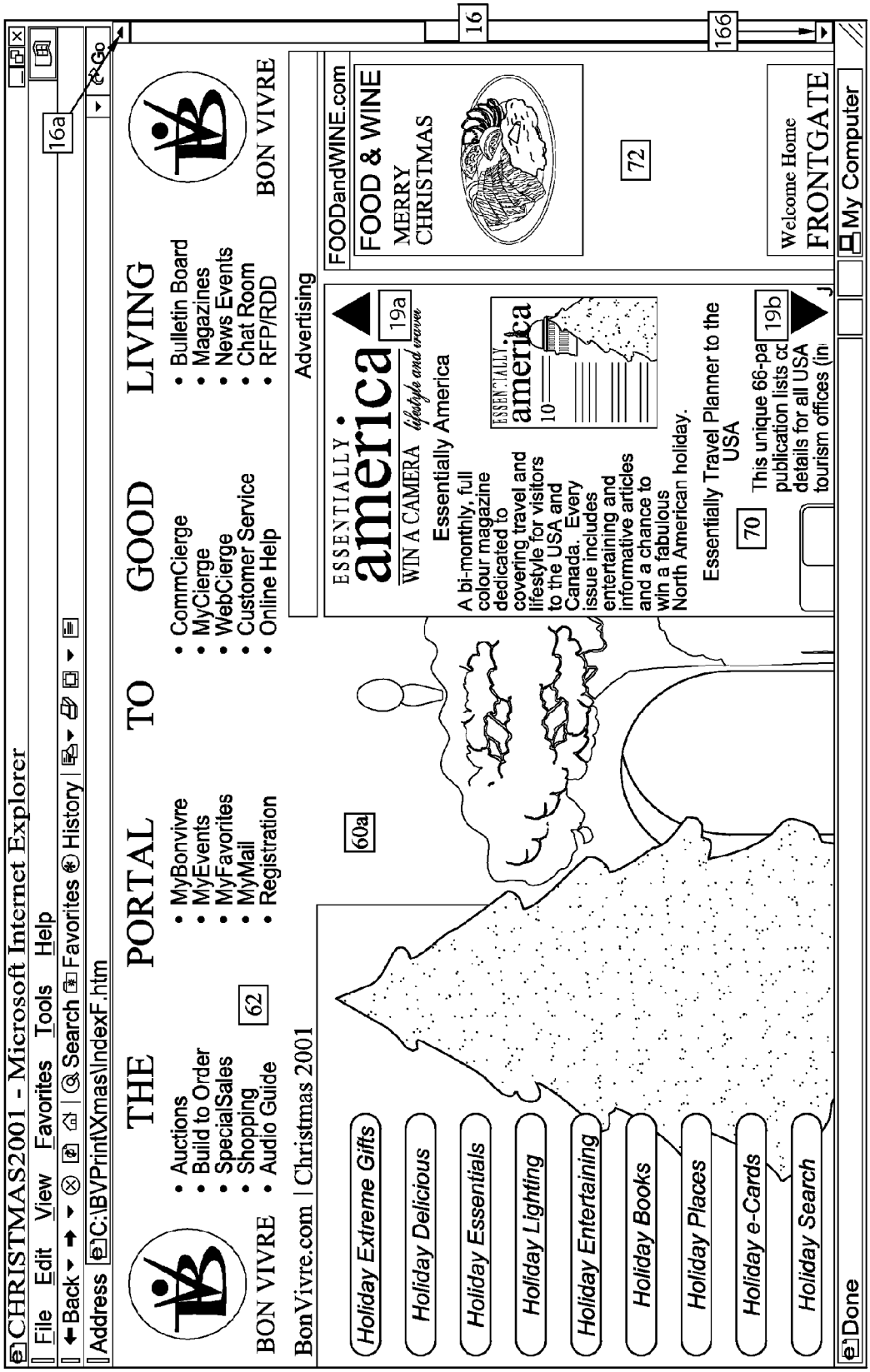
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FIG. 4D

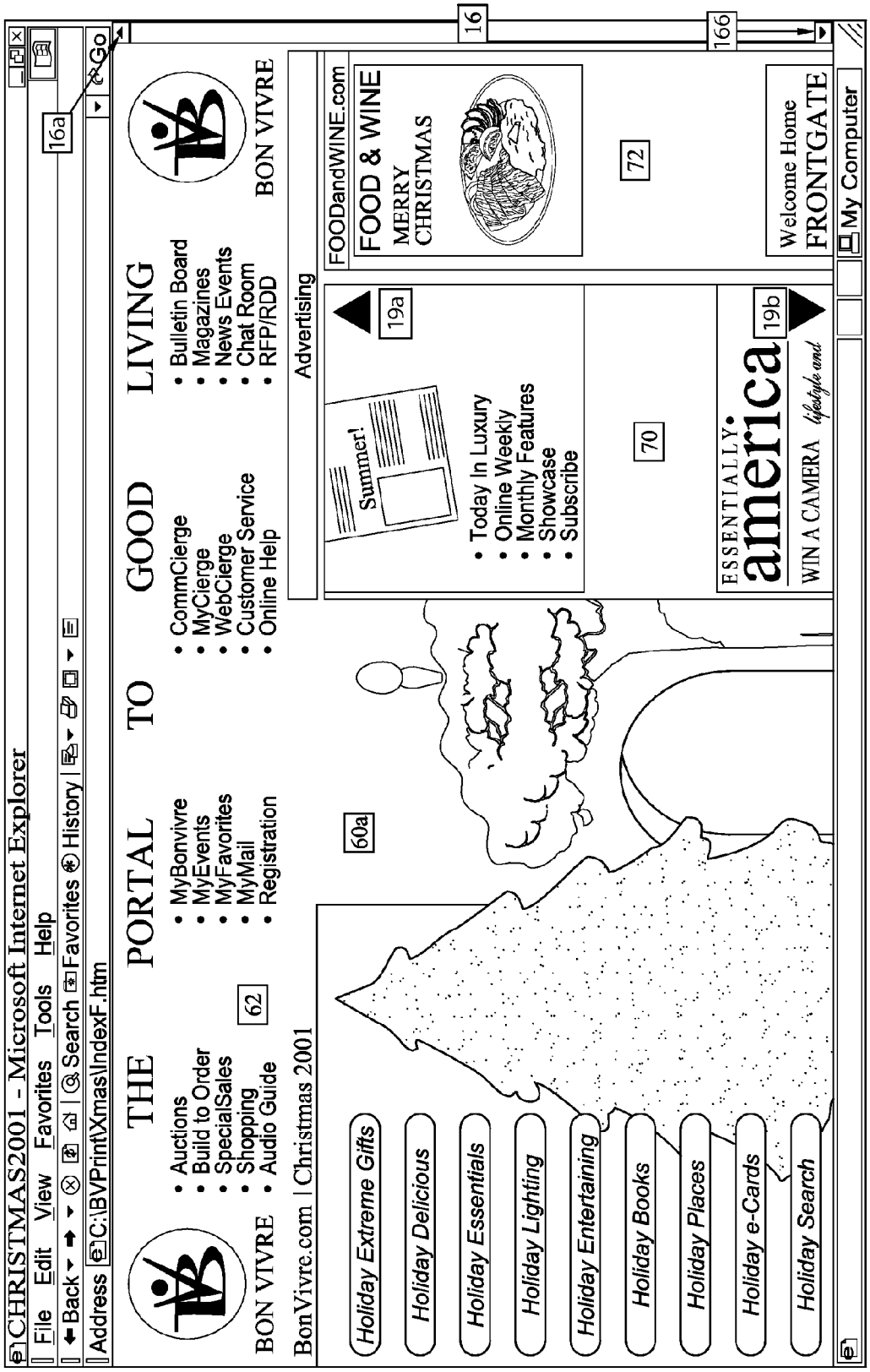
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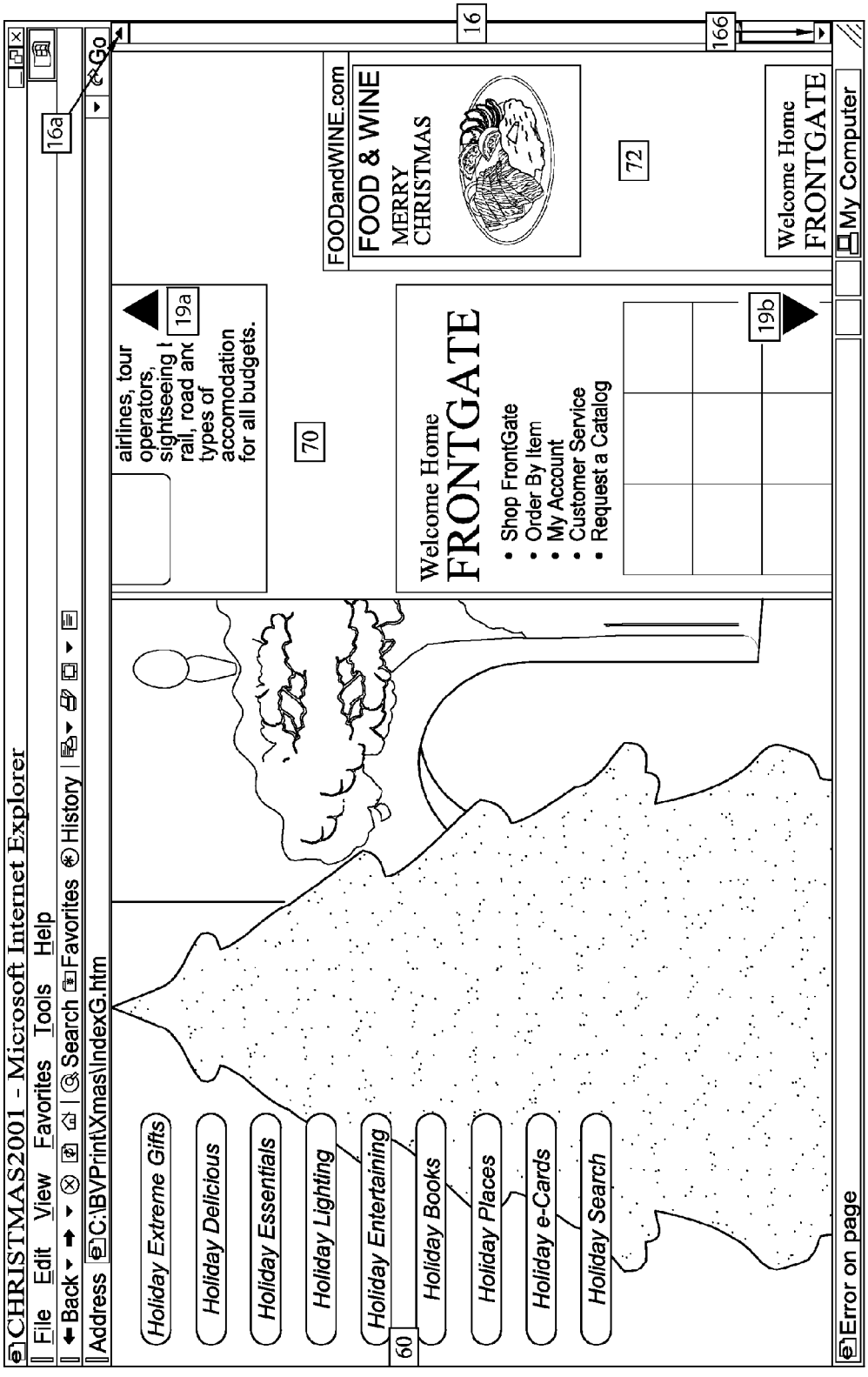
FIG. 4E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Holiday Entertaining
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airlines, tour operators, sightseeing rail, road and types of accomodation for all budgets.
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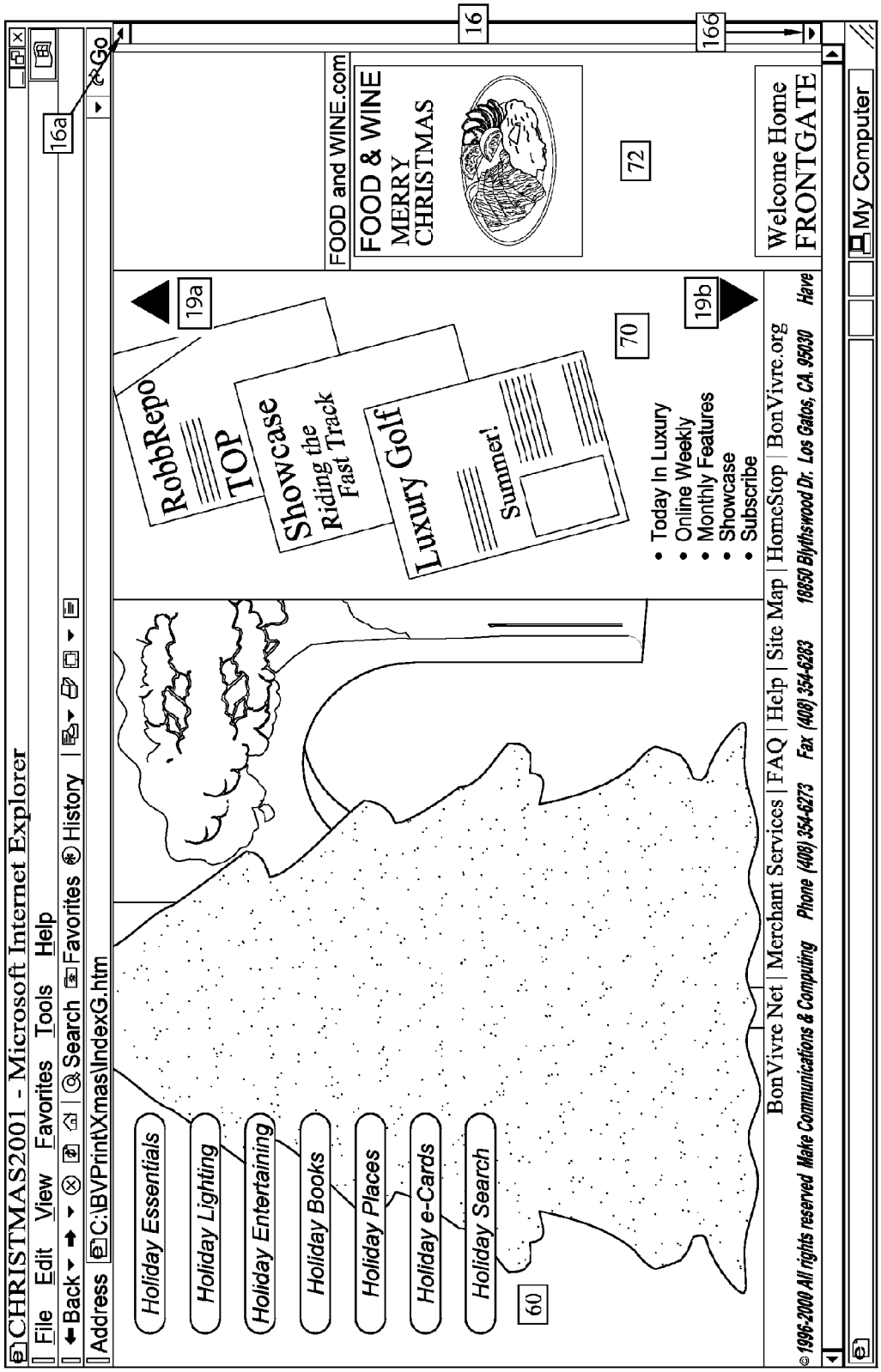
FIG. 4F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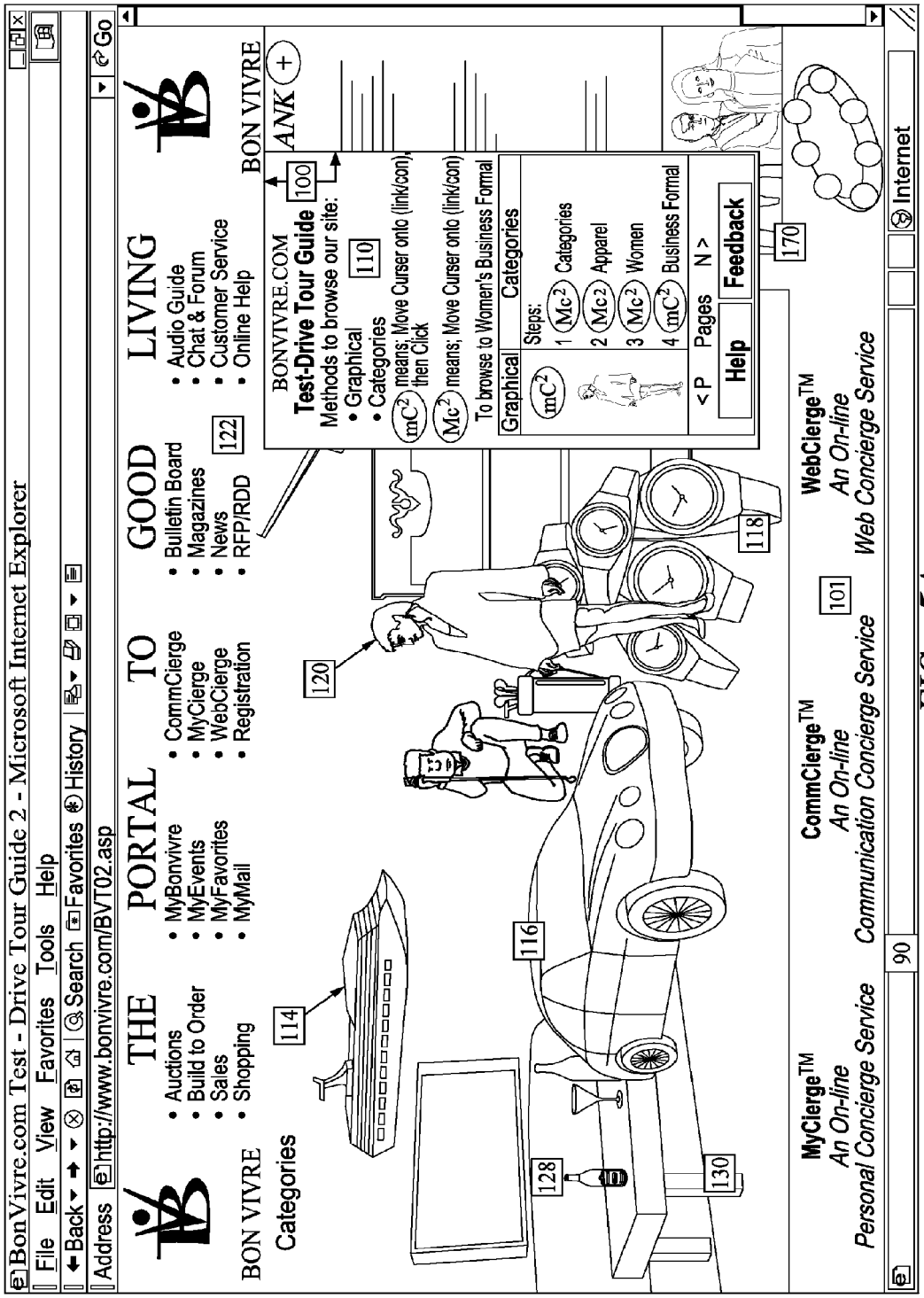
My Computer

FIG. 4G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BONVIVRE.COM
Test-Drive Tour Guide
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means; Move Curser onto (link/con), then Click
means; Move Curser onto (link/con)
To browse to Women's Business Formal
Graphical
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Steps:
1 Categories
2 Apparel
3 Women
4 Business Formal
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MyCierge™
An On-line
Personal Concierge Service
CommCierge™
An On-line
Communication Concierge Service
101
WebCierge™
An On-line
Web Concierge Service
90
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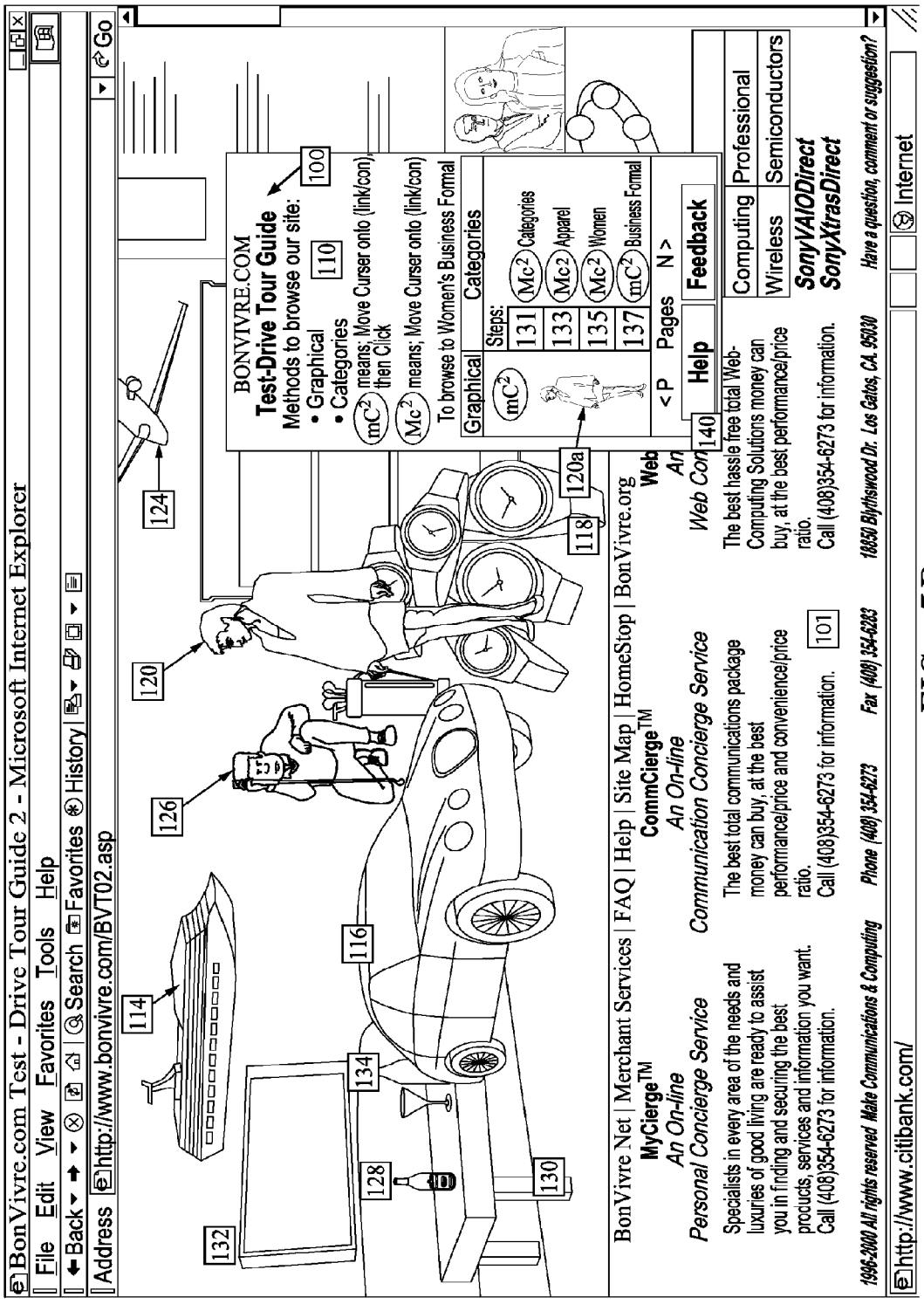
FIG. 5A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• Categories
100
110
mC2 means; Move Curser onto (link/con), then Click
Mc2 means; Move Curser onto (link/con)
To browse to Women's Business Formal
Graphical
Categories
Steps:
131
133
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Mc2 Categories
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Have a question, comment or suggestion?
http://www.citibank.com/
Internet
114
116
118
120
120a
124
126
128
130
132
134

FIG. 5B

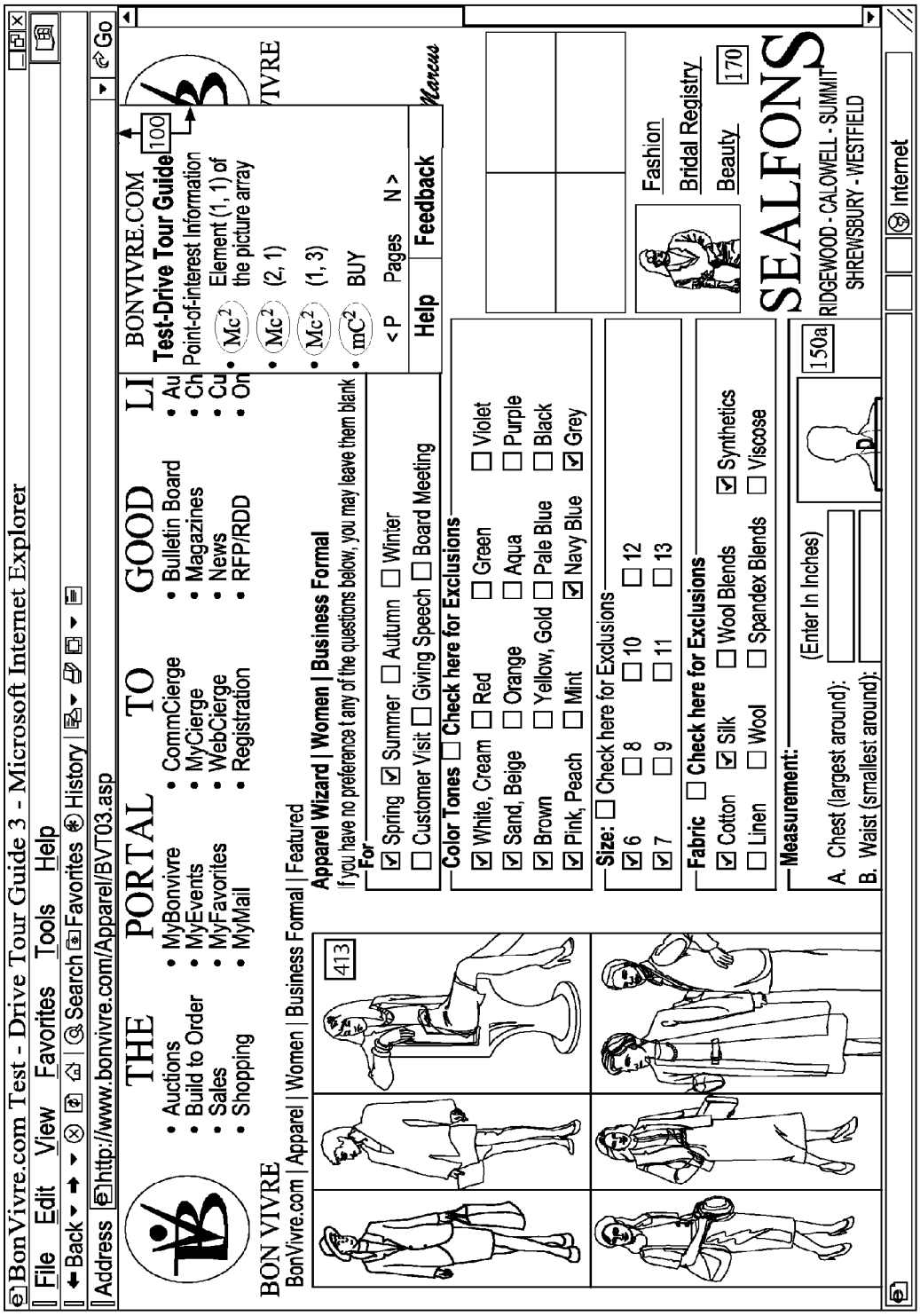

BonVivre.com Test - Drive Tour Guide 3 - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Address http://www.bonvivre.com/Apparel/BVT03.asp
BON VIVRE
BonVivre.com | Apparel | Women | Business Formal | Featured
THE PORTAL TO GOOD LI
Auctions
Build to Order
Sales
Shopping
MyBonvivre
MyEvents
MyFavorites
MyMail
CommCierge
MyCierge
WebCierge
Registration
Bulletin Board
Magazines
News
RFP/RDD
BONVIVRE.COM
Test-Drive Tour Guide
Point-of-interest Information
Element (1, 1) of the picture array
(2, 1)
(1, 3)
BUY
< P Pages N >
Help
Feedback
Apparel Wizard | Women | Business Formal
If you have no preference t any of the questions below, you may leave them blank
For
Spring Summer Autumn Winter
Customer Visit Giving Speech Board Meeting
Color Tones Check here for Exclusions
White, Cream Red Green Violet
Sand, Beige Orange Aqua Purple
Brown Yellow, Gold Pale Blue Black
Pink, Peach Mint Navy Blue Grey
Size: Check here for Exclusions
6 8 10 12
7 9 11 13
Fabric Check here for Exclusions
Cotton Silk Wool Blends Synthetics
Linen Wool Spandex Blends Viscose
Measurement: (Enter In Inches)
A. Chest (largest around):
B. Waist (smallest around):
Fashion
Bridal Registry
Beauty
SEALFONS
RIDGEWOOD - CALOWELL - SUMMIT
SHREWSBURY - WESTFIELD
Internet

FIG. 5C

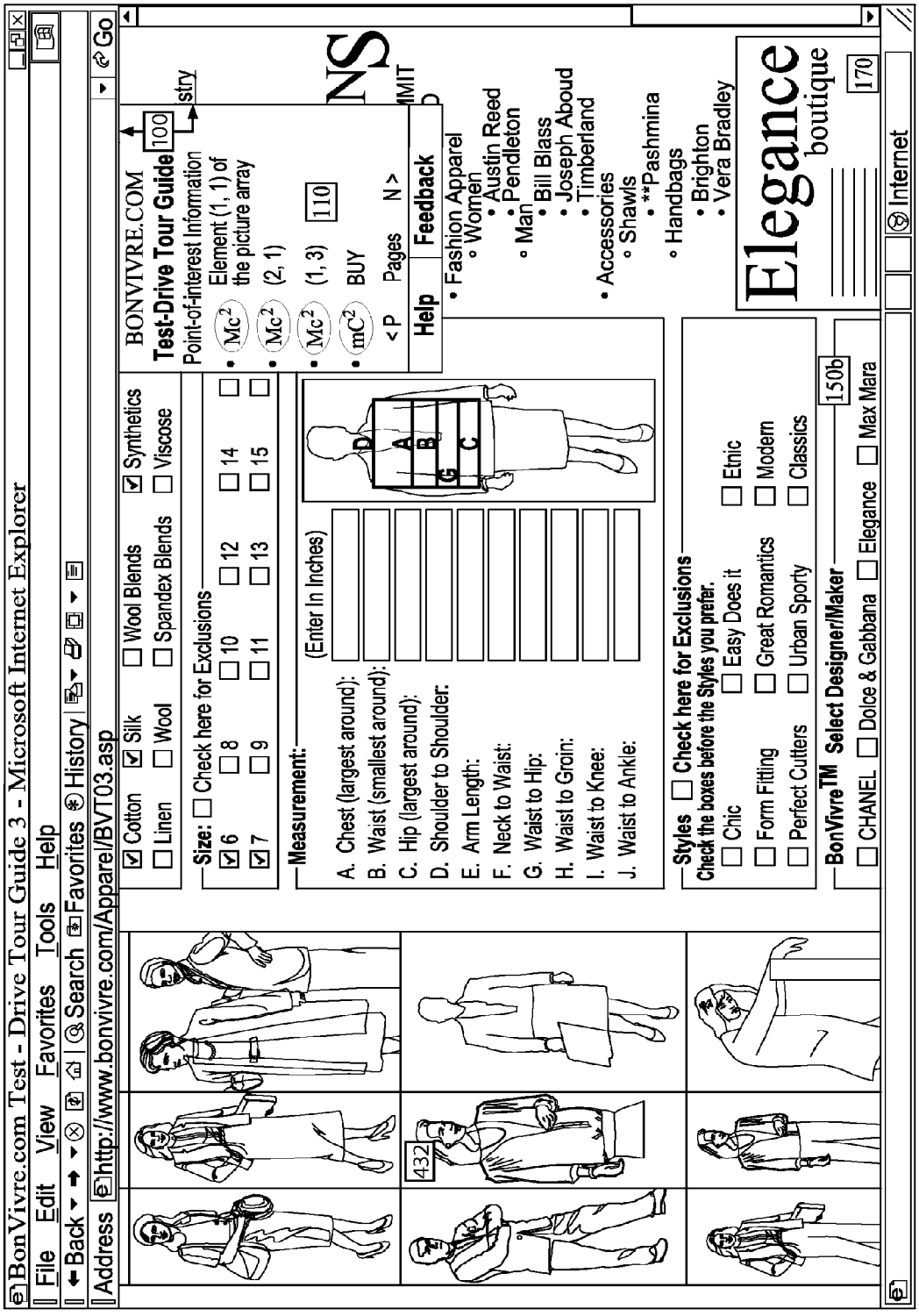
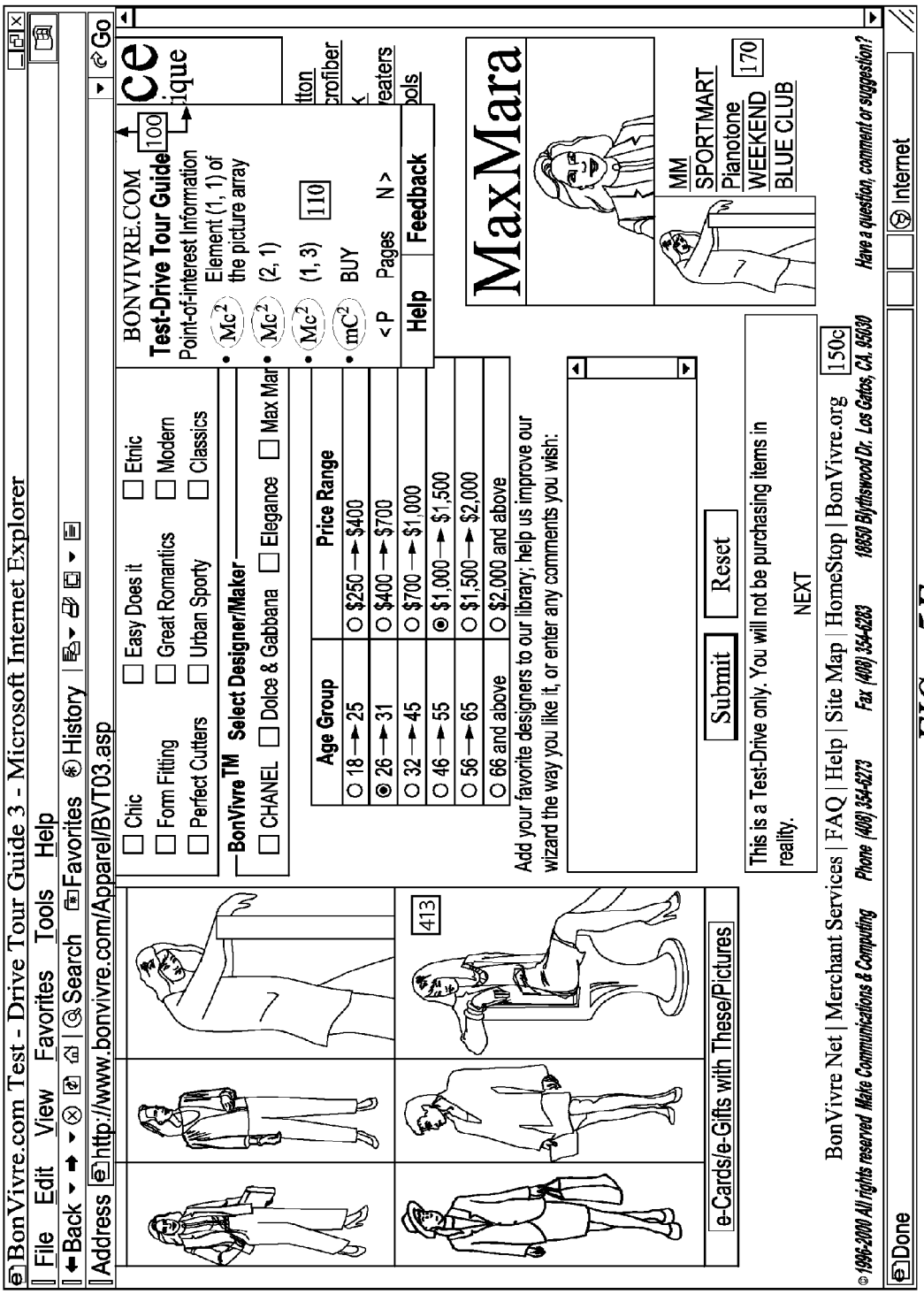

BonVivre.com Test - Drive Tour Guide 3 - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Search Favorites History
Address http://www.bonvivre.com/Apparel/BVT03.asp
Go
BONVIVRE.COM
Test-Drive Tour Guide 100
Point-of-interest Information
Element (1, 1) of the picture array
(2, 1)
(1, 3) 110
BUY
Pages
Help
Feedback
Fashion Apparel
Women
Austin Reed
Pendleton
Man
Bill Blass
Joseph Aboud
Timberland
Accessories
Shawls
**Pashmina
Handbags
Brighton
Vera Bradley
Elegance
boutique
170
Cotton
Silk
Wool Blends
Synthetics
Linen
Wool
Spandex Blends
Viscose
Size: Check here for Exclusions
Measurement: (Enter In Inches)
A. Chest (largest around):
B. Waist (smallest around):
C. Hip (largest around):
D. Shoulder to Shoulder:
E. Arm Length:
F. Neck to Waist:
G. Waist to Hip:
H. Waist to Groin:
I. Waist to Knee:
J. Waist to Ankle:
Styles Check here for Exclusions
Check the boxes before the Styles you prefer.
Chic
Easy Does it
Ethnic
Form Fitting
Great Romantics
Modern
Perfect Cutters
Urban Sporty
Classics
BonVivre™ Select Designer/Maker
150b
CHANEL
Dolce & Gabbana
Elegance
Max Mara
Internet

FIG. 5D


BonVivre.com Test - Drive Tour Guide 3 - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Search Favorites History
Address http://www.bonvivre.com/Apparel/BVT03.asp
Chic
Easy Does it
Ethic
Form Fitting
Great Romantics
Modern
Perfect Cutters
Urban Sporty
Classics
BonVivre™ Select Designer/Maker
CHANEL
Dolce & Gabbana
Elegance
Max Mar
Age Group
Price Range
18→25
$250→$400
26→31
$400→$700
32→45
$700→$1,000
46→55
$1,000→$1,500
56→65
$1,500→$2,000
66 and above
$2,000 and above
Add your favorite designers to our library; help us improve our wizard the way you like it, or enter any comments you wish:
Submit
Reset
BONVIVRE.COM
Test-Drive Tour Guide
100
Point-of-interest Information
Element (1, 1) of the picture array
(2, 1)
(1, 3)
110
BUY
Pages
Help
Feedback
MaxMara
MM
SPORTMART
Pianotone
WEEKEND
BLUE CLUB
170
e-Cards/e-Gifts with These/Pictures
413
This is a Test-Drive only. You will not be purchasing items in reality.
NEXT
150c
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Have a question, comment or suggestion?
Done
Internet

FIG. 5E

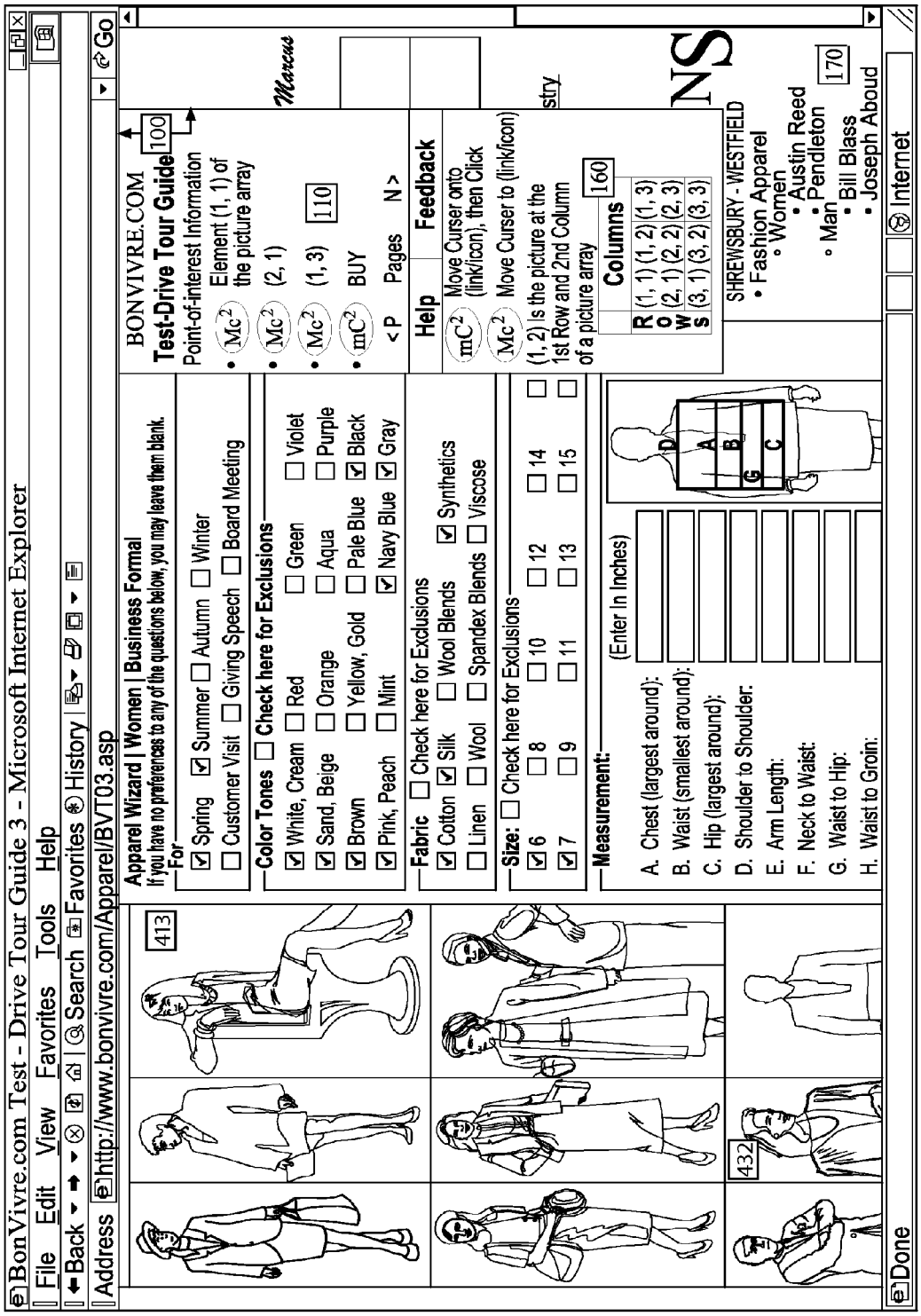
BonVivre.com Test - Drive Tour Guide 3 - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Search Favorites History
Address http://www.bonvivre.com/Apparel/BVT03.asp
Go
413
Apparel Wizard | Women | Business Formal
If you have no preferences to any of the questions below, you may leave them blank.
For
Spring Summer Autumn Winter
Customer Visit Giving Speech Board Meeting
Color Tones Check here for Exclusions
White, Cream Red Green Violet
Sand, Beige Orange Aqua Purple
Brown Yellow, Gold Pale Blue Black
Pink, Peach Mint Navy Blue Gray
Fabric Check here for Exclusions
Cotton Silk Wool Blends Synthetics
Linen Wool Spandex Blends Viscose
Size: Check here for Exclusions
6 8 10 12 14
7 9 11 13 15
Measurement: (Enter In Inches)
A. Chest (largest around):
B. Waist (smallest around):
C. Hip (largest around):
D. Shoulder to Shoulder:
E. Arm Length:
F. Neck to Waist:
G. Waist to Hip:
H. Waist to Groin:
432
BONVIVRE.COM
Test-Drive Tour Guide 100
Point-of-interest Information
Element (1, 1) of the picture array
(2, 1)
(1, 3) 110
BUY
< P Pages N >
Help Feedback
Move Curser onto (link/icon), then Click
Move Curser to (link/icon)
(1, 2) Is the picture at the 1st Row and 2nd Column of a picture array 160
Columns
R (1, 1) (1, 2) (1, 3)
O (2, 1) (2, 2) (2, 3)
W (3, 1) (3, 2) (3, 3)
A
B
C
D
G
Marcus
stry
NS
SHREWSBURY - WESTFIELD
Fashion Apparel
Women
Austin Reed
Pendleton
Man
Bill Blass
Joseph Aboud
170
Done
Internet

FIG. 5F

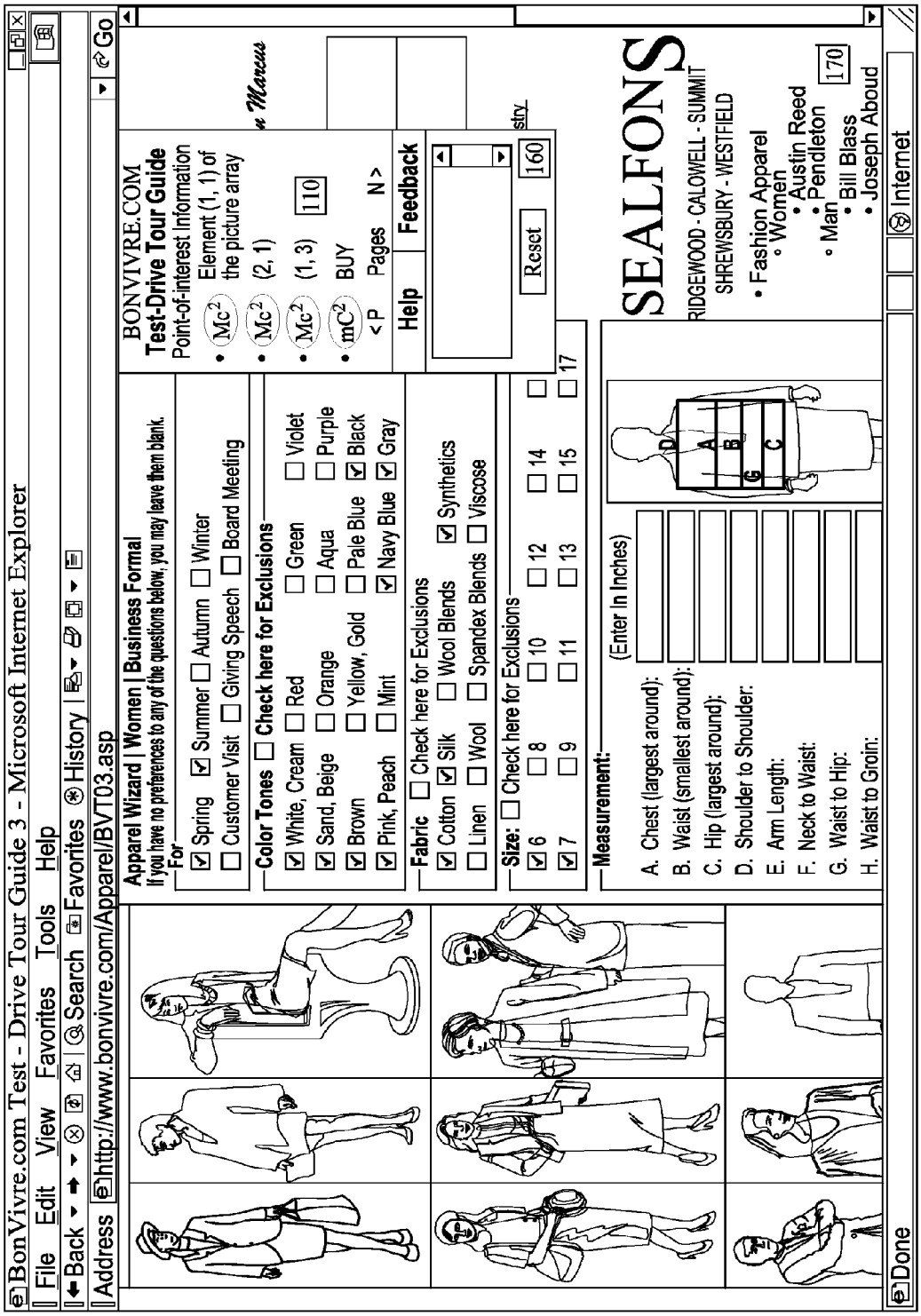
BonVivre.com Test - Drive Tour Guide 3 - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Search Favorites History
Address http://www.bonvivre.com/Apparel/BVT03.asp
Go
Apparel Wizard | Women | Business Formal
If you have no preferences to any of the questions below, you may leave them blank.
For
Spring Summer Autumn Winter
Customer Visit Giving Speech Board Meeting
Color Tones Check here for Exclusions
White, Cream Red Green Violet
Sand, Beige Orange Aqua Purple
Brown Yellow, Gold Pale Blue Black
Pink, Peach Mint Navy Blue Gray
Fabric Check here for Exclusions
Cotton Silk Wool Blends Synthetics
Linen Wool Spandex Blends Viscose
Size: Check here for Exclusions
6 8 10 12 14
7 9 11 13 15 17
Measurement: (Enter In Inches)
A. Chest (largest around):
B. Waist (smallest around):
C. Hip (largest around):
D. Shoulder to Shoulder:
E. Arm Length:
F. Neck to Waist:
G. Waist to Hip:
H. Waist to Groin:
BONVIVRE.COM
Test-Drive Tour Guide
Point-of-interest Information
Element (1, 1) of the picture array
(2, 1)
(1, 3)
110
BUY
< P Pages N >
Help Feedback
Reset
160
SEALFONS
RIDGEWOOD - CALOWELL - SUMMIT
SHREWSBURY - WESTFIELD
Fashion Apparel
Women
Austin Reed
Pendleton
Man
Bill Blass
Joseph Aboud
170
Done
Internet

FIG. 5G

AUTOMATED CHANGING OF CONTENT SET DISPLAYING IN THE DISPLAY SCREEN OF A BROWSER AND AUTOMATED ACTIVATION OF LINKS CONTAINED IN THE DISPLAYING CONTENT SET

CROSS-REFERENCE TO RELATED APPLICATIONS

This application is a continuation of U.S. patent application Ser. No. 14/463,870, filed Aug. 20, 2014, entitled "Automated Scrolling of Browser Content and Automated Activation of Browser Links", which is a continuation of U.S. Ser. No. 13/361,826, filed Jan. 30, 2012, now U.S. Pat. No. 8,850,352, issued Sep. 30, 2014, entitled "Automated Scrolling of Browser Content and Automated Activation of Browser Links", which is a continuation of U.S. patent application Ser. No. 12/753,749, filed Apr. 2, 2010, now U.S. Pat. No. 8,108,792, issued Jan. 31, 2012, entitled "Automated Scrolling of Browser Content and Automated Activation of Browser Links, continuation of U.S. patent application Ser. No. 11/924,582, filed Oct. 25, 2007, now U.S. Pat. No. 7,712,044, issued May 4, 2010, entitled "Automated Scrolling of Browser Content and Automated Activation of Browser Links," continuation of U.S. patent application Ser. No. 10/052,692, filed Jan. 19, 2002, now U.S. Pat. No. 7,308,653, issued Dec. 11, 2007, entitled "Automated Scrolling of Browser Content and Automated Activation of Browser Links", which claims benefit of U.S. Provisional Patent Application Ser. No. 60/262,998, filed Jan. 20, 2001, entitled "Automated Scrolling," which applications are incorporated by reference herein in their entirety.

FIELD OF THE INVENTION

This invention relates to automatically scrolling parts of, or the entire content information displayed in a browser page. The invention also relates to partitioned display windows within browsers, and more particularly to display windows that include a plurality of structures that can effectuate scrolling through the content or pages of a browser wherein such content or pages extend beyond the limits of a display window.

The invention also relates to preprogramming automated activation of links contained in browser pages, and automated scrolled presentation of the linked information.

BACKGROUND

The two major classes of electronic media formats that present information to viewer of the information are: (1) the television/video format, and (2) the browser/web format. The television/video format actively presents/pushes continually changing information to passive viewers. The browser/web/computer format is passive, requiring a viewer to "pull" information from the storage devices of that media by entering input requests/commands through an input device. In other words, the viewer is required to actively navigate the browser/web/computer format to receive information.

While the television/video format is convenient, requiring no viewer effort, it lacks interactivity. The browser/web/computer format, on the other hand, sits still, is static until a viewer makes an input/request through an input device to request or navigate to certain information. As can be seen, the browser/web/computer format allows for one input/request at a time for one piece of particular information, a procedure that is tedious and tiring.

Referring now to FIG. **1**, for browser/web pages **10** wider or longer than display window **12**, conventional browsers **14** include vertical scroll arrows **16***a* and **16***b* in combination with a vertical scroll bar **16** at the right edge of the browser **14** to move the content up-and-down within the display window **12**. Furthermore, horizontal scroll arrows **18***a* and **18***b* in combination with a horizontal scroll bar **18** are provided at the bottom edge of the browser **14** to move the content left-and-right within the display window **12**.

In operation, the user of a computer may scroll through the content by moving the cursor **20** to one of the scroll bars **16** or **18**, pressing down the left key of a mouse and dragging the scroll bar, up, down, left or right, via the mouse. When using the scroll bars **16** or **18**, the entire content (top to bottom) is scrolled substantially within the designated dragging area of the display window. Hence, when dragging the scroll bar **16** or **18**, a user can gradually, or quickly at the speed of the fingers' dragging motion permits, move to the end of the content by dragging the scroll bar **16** or **18** to a desired point, or to the end of such designated dragging area. Alternately, the user could scroll in incremental steps or distances up, down, left or right within the content by repeatedly click the left key of the mouse on any one of the scroll arrows **16***a*, **16***b*, **18***a* and **18***b*. As can be appreciated, these approaches are tedious and finger tiring. Moreover, this approach is even more tiresome when using a mouse-pad to operate the scroll arrows **16***a*, **16***b*, **18***a* and **18***b* and scroll bars **16** and **18**.

In order to access and view additional information linked to a particular browser/web/computer-display page through the "links" contained in the page, the viewer must move the cursor to a particular link (for example, by holding down the left button of a computer "mouse" input device and sliding the "mouse" on a "mouse pad"), and "click" (the mouse left button) or push a button of an input device to request that particular information to be displayed on the display screen. Such operation must be performed one-link at a time, while requiring the viewer to know exactly which "link" to "click" for what information, or to explore, experiment, and guess.

SUMMARY

The present invention contemplates a method of displaying and navigating through repositories of information via a browser by automatically scrolling the content/pages of an information media without requiring user/viewer input. Thus, the repository of information is actively "pushed" to the user, while also allow user to interact with the information and the media. The method automates sequences of blinking links and activates links that contain essential and/or important information to particular sets of viewers/users; and automatically and sequentially presents/pushes such information to particular sets of viewers/users. The same technique can be used to "partition" a TV/video screen and make the TV/video screen "interactive." For example, a model is wearing a particularly stunning dress, you can click on the female figure, and the information, and the purchasing link appears on a separate sub-window. Similarly, if you like the "car" James Bond is driving, or the suit he is wearing, you can do the same.

The present invention also contemplates at least one sub-window inside a browser's main-window that can be independently and automatically or manually scrolled to display content of that sub-window extending beyond the viewing field of that sub-window. Or, the sub-window can remain floating in-place on the computer/browser display screen, while the main page(s) of the browser window is automatically or manually scrolled to bring into view the page content that extends beyond the limits of the main browser window.

Furthermore, the present invention contemplates a method of controlling the automatic scrolling within a window or sub-window of a browser/web media page.

BRIEF DESCRIPTION OF THE FIGURES

FIG. **1** illustrates a conventional browser in combination with a page presented by the conventional browser.

FIG. **2** illustrates the browser, in accordance with the present invention, in combination with a page, containing the floating border structure that facilitates user control of the automated scrolling.

FIG. **3** illustrates an alternate embodiment of the browser, in accordance with the present invention, in combination with a page.

FIGS. **4**A-**4**G illustrates examples of the separately controllable autoscrolling features in between the main page and sub-windows.

FIGS. **5**A-**5**G illustrate an application of this invention in a Tutorials/Guide environment, where instructions for the user's action is contained in a floating box that remains within viewing field, while the changing content of the Tutorial/Guide is automatically activated and scrolled through the browser window's viewing field.

DETAILED DESCRIPTION

Referring now to FIG. **2**, the present invention can be added as additional tool, or substitutes for the vertical scroll arrows **16***a* and **16***b* in combination with the vertical scroll bar **16** and the horizontal scroll arrows **18***a* and **18***b* in combination with the horizontal scroll bar **18** with a first border floating structure **30** on the right edge, a second border floating structure **32** on left edge, a third border floating structure **34** on the top edge and a fourth border floating structure **36** on the bottom edge of the display window **40**.

In the exemplary embodiment, the first, second, third and fourth border floating structures **30**, **32**, **34** and **36** are floating lines or boxes or other geometric shapes that have designated ends for designating a predetermine scrolling direction. The floating line or floating box is considered floating since it always stays in essentially the same position as the content moves within the field of view. The first, second, third and fourth border floating structures **30**, **32**, **34** and **36** are the user's control vehicle or mechanism for activating and controlling the automatic scrolling function.

In operation, when the cursor **42** is moved onto either of the top end T**1**, T**2** of one of the first and second border floating structures **30** and **32**, the page is automatically scrolled up (or down) to bring within the field of view the content of the page that extends beyond the bottom (or top) edge of the display window **40**. Alternately, when the cursor **42** is moved onto either of the bottom end B **1**, B**2** of one of the first and second border floating structures **30** and **32**, the page is automatically scrolled down (or up) to bring within the field of view the content of the page that extends above (or below) the bottom edge of the display window **40**.

In an alternate embodiment, only one of these paired structures **30** and **32** are needed. Having both structures **30** and **32** brings added convenience to the user/viewer to choose for using the structure that is closer to the present cursor position.

Furthermore, placing the cursor **42** on either of the right-side end R**1**, R**2** of one of the third and fourth border floating structures **34** and **36**, would automatically scroll the page to the right (or left) to bring within the field of view the content previously beyond the left (or right) edge of the display window **40**. Placing the cursor **42** on either of the left-side end L**1**, L**2** of one of the third and fourth border floating structures **34** and **36**, would automatically scroll the page to the left (or right) to bring within the field of view the content previously beyond the right (or left) edge of the display window **40**.

Alternately or in-addition, the GO/STOP/PAGE/CONTINUOUS and SLOW DOWN and SPEED UP functions can be implemented with any desired/appropriate symbols or conventions. In the exemplary embodiment, a floating scrolling tool **42** is provided. The floating scrolling tool **49** includes a go button **43**, stop button **44**, page button **45**, slower button **47** and faster button **48**. The floating scrolling tool **49** is a user control tool implemented as an embodiment of this invention. It remains in view while the page content is scrolled through the viewing field.

The operation of the floating scrolling tool **49** will now be described. The go button **43** when clicked begins the automatic scrolling. The stop button **44** when clicked stops the automatic scrolling. The page button **45** when clicked advances the window to display the next full-page that is currently just out of the field of view. The continuous button **46** when clicked resumes the automatic scrolling from the current position. The go button **43** serves the same function, thus button **46** can be eliminated. Since people normally read in one direction, downward; and when there was no content beyond the left and right edges of the field of view, directionality need not be shown. However, if the page requires right and left directionality, directional buttons may be substituted for the single go button **43**. Finally, the slower button **47** decreases the scrolling speed while the faster button **48** increases the scrolling speed.

The automatic scrolling is automatically stopped when the cursor **42** is moved away from the top ends T**1**, T**2**, bottom ends B**1**, B**2**, left-side ends L**1**, L**2**, and right-side ends L**1**, L**2**. Moreover, the automatic scrolling is automatically paused at every full-screen or full-window shift. When the scrolling is paused at a full-screen or full-window shift, the automatic scrolling can be resumed in the direction of the previous scrolling by clicking the left key of a mouse while the cursor **42** is still on a respective one of the ends.

Accordingly the automatic scrolling is essentially continuous within a full-screen or full-window shift, unless stopped by moving the cursor **42**. Furthermore, scrolling can be programmed to automatically stop at the end of the content or page, to be resumed by clicking on a respective end for looping or reversing, or clicking on the go button **43** or continue button **46**. It can also be programmed to loop after pausing, until the user clicks on a link to go else where in the information repository, or an automated link-activation sequence brings new pages to the browser.

The speed of the scrolling can also be controlled using an input device or mouse. For example, "clicking" the left button of the "mouse" (input device) while the cursor **42** is at an end would increase the speed of the automatic scrolling in the direction designated by the end. Moving the cursor **42** away from the top, bottom, left or right ends along and on a respective structure **30**, **32**, **34** or **36** would decrease the scrolling speed.

Referring now to FIG. **3**, the user-control vehicle of the automatic scrolling of the present invention can also be implemented with a cluster of arrows **50** at one location. The cluster of arrows **50** includes an up arrow **52**, a down arrow **54**, a left arrow **56** and a right arrow **58**. By placing the cursor **42** on a respective arrow, the content would shift at the direction of such arrow.

As can be appreciated, the present invention provides for automated scrolling within a display window **40** without the

continual strain and motion of the fingers and hand that is required using the conventional "scroll bars" in browsers.

Referring now to FIGS. **4**A-**4**G, examples of the auto-scrolling features of the present invention with multiple windows are illustrated. FIGS. **4**A and **4**B illustrate a main page **60** having a plurality of navigation links **62** at the top of the main page **60**, to the left of the Christmas tree, and within the graphics. The navigation links **62** provide for navigation such as via HTML links within a website. The main page **60** includes sub-window partitions that form a pair of columns **70** and **72** that cover part of the field of view of the main page **60**. Additionally, the main theme of the content **60***a* is provided to the left of the pair of columns **70** and **72**.

For exemplary purposes, the pair of columns **70** and **72** is depicted as advertisement display sub-windows. Nevertheless, the main page **60** may have any number of sub-window partitions that may be vertically or horizontally oriented, or cut into random areas of the main content. The right column **72** of the advertising display and the main content area **60***a* are stationary while the left column **70** is automatically scrolling.

As can be appreciated, the present invention can be used to automatically scroll partitioned information apart from a browser/web, or TV/Video's main content, such as financial market news and summaries, weather reporting, special features, sports news, movie previews, special stories, or advertisements.

Referring now to FIGS. **4**A-**4**C, the main page **60***a* and the right column **72** are automatically scrolled in synchronization with **60***a*, or can be manually scrolled using the conventional browser scroll bar **16** or the vertical scroll arrows **16***a* and **16***b* along with **60***a*. The left column **70** continues to automatically scroll independently of the main page **60***a* and the right column **72**.

FIGS. **4**D and **4**E illustrates the left column **70** is automatically scrolling independently. The right column **72** is floating independently in view, while—the X-tree may be auto scrolled or manually scrolled independent of column **70** and **72**.

Referring now to FIGS. **4**D and **4**E, the main page **60***a* and the left column **70** may be each independently automatically scrolled at different speeds. For example, the main page **60** is automatically scrolled at a first speed while the left column **70** is scrolled at a second speed higher than the first speed. The right column **72** remains stationary or floating in view.

It should be noted, the scrolling within the main page **60**, **60***a*, left column **70** and/or the right column **72** can be effectuated using the first, second, third and fourth border floating structures **30**, **32**, **34** and **36** described in detail above. Additionally or alternatively the floating scrolling tool **49** may be provided. The columns **70** and **72** are for advertisement in the exemplary embodiment; such columns do not generally require scrolling control. However, for sub-windows that display weather reports, stock quotes, feature stories, etc., the floating scrolling tool **49** may be incorporated.

The pair of columns (sub-windows) **70** and **72** do not need to be separated in columns from the remainder of the browser main page **60**. They can be cut-ins within the main page **60** as shown in FIG. **2**, or overlap the main page, as shown in FIGS. **5**A, **5**B, **5**C, **5**D, **5**E, **5**F.

Referring now to FIGS. **5**A-**5**F, the present invention is applied to creating a Tutorial/Guide to a new dynamic push/pull, active/interactive website. FIGS. **5**A, **5**B, **5**C, **5**D, **5**E, and **5**F illustrate that instructions for users/viewers are contained in a floating instruction box **110** overlapping the field of view of the browser's main window **90**. The content of the main pages are automatically and continually scrolled through the field of view of the browser window **90**. The present invention uses sequences of preprogrammed, automatic activation of links to automatically retrieve the additional linked information, and scroll, present, and "push" such automatically retrieved information continually to the user/viewer as shown in FIGS. **5**C, **5**D, **5**E. The "link" (HTML, XML, DTML, etc.) that is to be automatically activated would "blink" (highlighted or emphasized in a manner to call attention directly thereto) before activation. All links contained in the scrolled pages, as well as in the floating "instruction box" are functional, ready to receive user/viewer action/input or selection.

FIGS. **5**A, **5**B, **5**C, **5**D, **5**E and **5**F illustrate an application of the presents invention in a Tutorials/Guide environment, where instructions for the user's action relevant to the displayed information/page is contained in a floating instruction box **110** while the content of the Tutorial/Guide (as conveyed by the illustrations and text content) is automatically scrolled through the browser window **100**. Any sequence of links (HTML, XML links, DTML links, or other links that can be clicked to navigate to a different page) are pre-programmed to be automatically invoked or activated to retrieve (navigate to) the linked information, to scroll, present, and "push" to the user, even if the user does nothing. All links contained in the scrolled pages, as well as, in the floating instruction box **110** are functional to receive the user's input or selection.

In the preferred embodiment, links in the pages are preprogrammed to flash and are activated automatically. When activated, the link's resulting information is displayed (navigated to), automatically scrolled and pushed to the viewer. In the exemplary embodiment, the graphical images of the cruise ship **114**, vehicle **116**, watches **118**, a dressed women **120**, etc. are links. Everything displayed can be a link including: the airplane **124**, the man **126**, the wine **128**, the table **130**, the picture **132**, the furniture **134**, even the background is a link to something. All of these links are active and functional while scrolled, and all and any of these links can be pre-programmed into automated activation sequences. Moreover, most text phrases or words are navigational links, such as word phrases **122**.

When a cursor is placed on a link—whether it is an image, a part of an image, or text, there is a small dialog box (NOT SHOWN) that shows up to describe the link. In the exemplary illustrations, the link flashed and automatically activated is the dressed woman **120** in **5**A and **5**B, that results in the appearance/display and scrolling of FIGS. **5**C, **5**D, and **5**E.

Additionally, the floating instruction box **110** includes a graphical icon **120***a* of that same picture of the dressed woman **120**, instructing or alluring the user to move the cursor onto the graphical women icon **120***a* and click. The automated feature of the link navigates the user to the women's business formal section.

The floating instruction box **110** contains instructions regarding what to do, and contains active links **131**, **133**, **135** and **137** to navigate to additional information. The help button **140** provides access to additional instructions. The feedback button allows the user to provide feedback. The "floating" feature of the floating instruction box **110** allows such box to be within view so that it can be accessed anytime as the main pages **100** are scrolled. It can also be "double clicked" out of view, or "double clicked" back into view, or controlled by any desirable control symbol or convention, such as the standard "–" window-minimizing icon in Microsoft applications. As the user interacts with the instructions in the floating instruction box **110**, a new page is displayed (navigated to) and new instructions relevant to such new page appear in the floating

instruction box **110**, so that the user does not have to go else where to look for help/guide/instruction material.

All of the educational or help/guide/instructional material has instructions at a certain place on a page, or even previous pages. Therefore, when the user wants to look at it again, the user can scroll or page back to where the instruction was—if it is remembered where it was seen, and lose the place where you are actually working on, and needing those instructions that was way back where you don't remember.

The floating instructional box **110** further includes <P Pages N> for moving to previous or next pages when the <P or N> is clicked.

In the exemplary embodiment, if the user clicked on the graphical women icon **120***a*, FIGS. **5**C, **5**D and **5**E may commence. The women icon **120***a* in the floating instructional box **110** is just a replicate of the women **120** in the page **100**—representing women's business clothes. However, if the women **120** were dressed in ball gowns, prom or formal wear, it would be associated with the navigational link associated therewith. The "Steps" in the Categories section of the floating instruction box **10** allows the user to navigate to any sub category desired.

It should be noted the primary difference in FIGS. **5**A and **5**B is that the main page **100** is scrolling.

Referring now to FIGS. **5**C, **5**D and **5**E, these figures represent the pages or part of pages **150***a*, **150***b*, **150***c* for navigating through the women's business apparel. The primary difference in these figures is that the pages are automatically scrolling thus the women's business apparel is "pushed" and presented to the user. The floating instruction box **110** remains essentially stationary. The user can select various elements in the displayed selection array to see additional information, or to buy something. The illustrations of FIGS. **5**C, **5**D and **5**E illustrates that the website pages actively "push" the content to the viewer. In other words, the website actively navigates for the user and does not sit still waiting for the user's input before any navigation commences.

FIG. **5**F illustrates the floating instruction box **110'** when the help button **140** is clicked. The floating instruction box **110'** includes a drop down dialog box **160** to explain the arrangement of the page.

FIGS. **5**A-**5**F include a sub-window **170** that can be continuously scrolled automatically independently of the main window of the pages **100**, **150***a*, **150***b* and **150***c*.

The present invention also provides a mechanism to make the otherwise passive browser/web media active and interactive, and TV/Video media interactive, enabling both media with pushing and pulling functions.

As can be appreciated, the present invention provides a method of automatically displaying and navigating through a media, whether TV/Video or Computer/Browser; and, automatically scrolling the content to push and allure navigation through the media.

The website exemplified in FIGS. **5**A through **5**F has multiple categories wherein each category has multiple sub-categories. The method provides for displaying a floating dynamic instruction box **110**, **110'** overlaid on the page that displays navigational links for alluring the user to further navigate to a category or to a sub-category.

The page **100** is a website home page. The page **100** includes at least one blinking picture or link. The method dynamically changes the floating dynamic instruction box **110**, **110'** in response the at least one blinking picture to entice the user to further navigate.

Accordingly, the method automates sequences of blinking links in a page; and activates the blinking links of the sequences to automatically and sequentially push navigation within the website. The sequences may be programmed based on a user's demographics or profile, or any other suitable criteria.

The pages **100**, **150***a*, **150***b* and **150***c* include a sub-window **170**. The sub-window **170** can be automatically scrolled independently of the main window of pages **100**, **150***a*, **150***b* and **150***c*.

Numerous modifications to and alternative embodiments of the present invention will be apparent to those skilled in the art in view of the foregoing description. Accordingly, this description is to be construed as illustrative only and is for the purpose of teaching those skilled in the art the best mode of carrying out the invention. Details of the structure may be varied substantially without departing from the spirit of the invention and the exclusive use of all modifications, which come within the scope of the appended claims, is reserved.

The invention claimed is:

1. A computer implemented method of programming digital content to be displayed on an interactive display screen of an electronic display device to be viewed by a user, the interactive display screen is actionable by a user command, the method comprising:

displaying a page of content on the interactive display screen, wherein the page comprises a designated area for displaying one or more of a plurality of sets of content wherein the space required to display the plurality of sets of content collectively is larger than the space available in the designated area at a given point in time;

displaying, in the designated area, a first set of content of the plurality of sets of content for a first period of time; and

automatically moving, into the designated area and replacing the first set of content, a second set of content of the plurality of sets of content for a second period of time, thus continually and automatically progressing to display a next set of content of the plurality of sets of content by replacing the immediate preceding set of content currently displayed in the designated area;

wherein each set of content comprises at least one actionable link linking to additional actionable content related to an object represented in the respective set of content currently being displayed in the designated area; and

displaying, upon activation of the at least one of the actionable links, the additional content related to the object by the display device, separately from the displaying of the each set of content in the designated area.

2. The method of claim **1**, wherein the moving of the set of content displaying in the designated area comprises a directional scrolling mechanism.

3. The method of claim **1**, wherein each set of content displayed in the designated display area comprises a set of pictorially represented objects; at least one of the pictorial representations of the objects is associated with the actionable link linking to additional content including at least one of information or the actionable link concerning the represented object.

4. The method of claim **3**, wherein the additional content linked to a represented object in a displayed set of content comprises at least one actionable link for conducting an online activity related to the object.

5. The method of claim **4**, wherein the online activity comprises an online commerce activity.

6. The method of claim **1**, wherein the set of pictorially represented objects is a set of thumbnails of pictorial representations of objects.

7. The method of claim 1, wherein the automated state of moving of the set of content being displayed in the designated area is interrupted or changed in response to a user command;

the method further comprising a user interaction mechanism set programmed for conveying at least one of the following user commands to the displaying of content sets in the display area:

pausing an ongoing automated moving of the displaying set of content,

resuming an automated changing of the displaying set of content after pausing,

changing the direction of automated scrolling when the changing is a visibly directional scrolling,

initiating an automated changing that is a visibly directional scrolling in a certain direction,

increasing the speed of the automated scrolling change,

decreasing the speed of automated scrolling change, or

initiating an automated scrolling change of the displaying set of content when the displaying is stationary.

8. The method of claim 7, wherein the user interaction mechanism set includes a set of actionable icons displaying in the designated display area, each icon symbolically signifying a command.

9. The method of claim 7, wherein the display device is a conductive touch sensitive display device, and

the user interaction mechanism set further comprises in conjunction with the conductive touch device, receiving input via a finger or an electronic pen touching the conductive touch sensitive display device,

in response to the received input, interpreting a specific user command, including at least one of the following commands:

initiate an automated visible scrolling change of displaying content in a certain direction,

changing the direction of the automated visible scrolling change,

increasing the speed of automated visible scrolling change,

decreasing the speed of automated scrolling,

pausing the automated scrolling, or

resuming the automated scrolling after pausing.

10. The method of claim 7, wherein the mechanism set further comprises, in response to a user activity, changes a displaying status, further comprising:

in response to the user activity received during a stationary period of the displaying a set of content, initiating the automated moving of the displaying set of content;

in response to the user activity received during an automated moving of the displaying a set of content, pausing the moving; and

in response to the user activity received during a pause, resuming the automated moving;

the set of actionable mechanisms are programmed to change an ongoing automated visible directional scrolling and at least one mechanism in the mechanism set that is present during a visible directional scrolling of the sets of content being displayed will result in one of the following change of displaying status:

stops scrolling,

initiate scrolling in the same direction,

speed up the scrolling in the same direction,

slow down scrolling in the same direction,

pausing scrolling, and

resume scrolling after pausing;

the displaying further comprising a directional mechanism opposite to a present scrolling direction will reverse the scrolling direction.

11. A system for interactively displaying digital content on an electronic display device, the system manipulating the digital content to display in a dynamic and user friendly manner, the system comprising at least one computing device comprising a non-transitory computer readable storage media further comprising executable instructions, further comprising:

at least one hardware processor coupled to the non-transitory computer readable storage media which executes the instructions and is configured to:

display a page of content on an interactive display screen of the device, wherein the page comprises a designated area for displaying one or more of a plurality of sets of content wherein the space required to display the plurality of sets of content collectively is larger than the space available in the designated area at a given point in time;

display, in the designated area, a first set of content of the plurality of sets of content for a first period of time; and

automatically moving, into the designated area and replacing the first set of content, a second set of content of the plurality of sets of content for a second period of time, thus continually and automatically progressing to display a next set of content of the plurality of sets of content by replacing the immediate preceding set of content currently displayed in the designated area;

wherein each set of content comprises at least one actionable link linking to additional actionable content related to an object represented in the respective set of content currently being displayed in the designated area; and

display, upon activation of the at least one of the actionable links, the additional content related to the object by the display device, separately from the displaying of the each set of content in the designated area.

12. The system of claim 11, wherein the moving of the set of content displaying in the designated area comprises a directional scrolling mechanism.

13. The system of claim 11, wherein each set of content displayed in the designated display area comprises a set of pictorially represented objects; at least one of the pictorial representations of the objects is associated with the actionable link linking to additional content including at least one of information or the actionable link concerning the represented object.

14. The system of claim 11, wherein the set of pictorially represented objects is a set of thumbnails of pictorial representations of objects.

15. The system of claim 13, wherein the additional content linked to a represented object in a displayed set of content comprises at least one actionable link for conducting an online activity related to the object.

16. The system of claim 15, wherein the online activity comprises an online commerce activity.

17. The system of claim 11, wherein the automated state of moving of the set of content being displayed in the designated area is interrupted or changed in response to a user command;

the method further comprising a user interaction mechanism set programmed for conveying at least one of the following user commands to the displaying of content sets in the display area:

pausing an ongoing automated moving of the displaying set of content,

resuming an automated changing of the displaying set of content after pausing,

changing the direction of automated scrolling when the changing is a visibly directional scrolling,

initiating an automated changing that is a visibly directional scrolling in a certain direction,

increasing the speed of the automated scrolling change,
decreasing the speed of automated scrolling change, or
initiating an automated scrolling change of the displaying set of content when the displaying is stationary.

18. The system of claim **17**, wherein the user interaction mechanism set includes a set of actionable icons displaying in the designated display area, each icon symbolically signifying a command.

19. The system of claim **17**, wherein the display device is a conductive touch sensitive display device, and

the user interaction mechanism set further comprises in conjunction with the conductive touch device, receiving input via a finger or an electronic pen touching the conductive touch sensitive display device,

in response to the received input, interpreting a specific user command, including at least one of the following commands:

initiate an automated visible scrolling change of displaying content in a certain direction,

changing the direction of the automated visible scrolling change,

increasing the speed of automated visible scrolling change,

decreasing the speed of automated scrolling,

pausing the automated scrolling, or

resuming the automated scrolling after pausing.

20. The system of claim **17**, wherein the mechanism set further comprises, in response to a user activity, changes a displaying status, further comprising:

in response to the user activity received during a stationary period of the displaying a set of content, initiating the automated moving of the displaying set of content;

in response to the user activity received during an automated moving of the displaying a set of content, pausing the moving; and

in response to the user activity received during a pause, resuming the automated moving;

the set of actionable mechanisms are programmed to change an ongoing automated visible directional scrolling and at least one mechanism in the mechanism set that is present during a visible directional scrolling of the sets of content being displayed will result in one of the following change of displaying status:

stops scrolling,

initiate scrolling in the same direction,

speed up the scrolling in the same direction,

slow down scrolling in the same direction,

pausing scrolling, and

resume scrolling after pausing;

the displaying further comprising a directional mechanism opposite to a present scrolling direction will reverse the scrolling direction.

21. A method for displaying and instructing the browsing of and interacting with complex digital content on an electronic display, the method comprising:

automatically scrolling primary content on a primary display screen at a desired speed and direction; and

suspending a small boxed stationary display area over the scrolling primary content on the primary display screen;

wherein the small boxed stationary display area displays relevant instructions for user action related to the primary content;

the automated scrolling further comprises, in response to a user interaction with the small boxed stationary display area:

suspending, re-initiating, or altering the speed of the automated scrolling.

22. The method claim **21**, wherein the user action instructions displayed in the small boxed display area further comprises a mechanism set for user interaction, comprising a mechanism for advancing a level of instruction, advancing a level of user action, repeating previous instructions, or page to next instructions.

23. The method of claim **21**, wherein the primary content is an instructional manual, and the user action instructions displayed in the small box display area are practice actions for the user to make in relation with the displayed portions of the manual.

24. A system for displaying a complex user interactive content that instructs user to make a set of user actions relevant to the portion of primary content being displayed, the system comprising at least one computing device comprising a non-transitory computer readable storage media further comprising executable instructions, further comprising:

at least one hardware processor coupled to the non-transitory computer readable storage media which executes the instructions and implements:

automatically scrolling primary content on a primary display screen at a desired speed and direction; and

suspending a small boxed stationary display area over the scrolling primary content on the primary display screen;

wherein the small boxed stationary display area displays relevant instructions for user action related to the primary content;

the automated scrolling further comprises, in response to a user interaction with the small boxed stationary display area:

suspending, re-initiating, or altering the speed of the automated scrolling.

25. The system of claim **24**, wherein the user action instructions displayed in the small boxed display area further comprises a mechanism set for user interaction, comprising a mechanism for advancing a level of instruction, advancing a level of user action, repeating previous instructions, or page to next instructions.

26. The system of claim **24**, wherein the primary content is an instructional manual, and the user action instructions displayed in the small box display area are practice actions for the user to make in relation with the displayed portions of the manual.

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